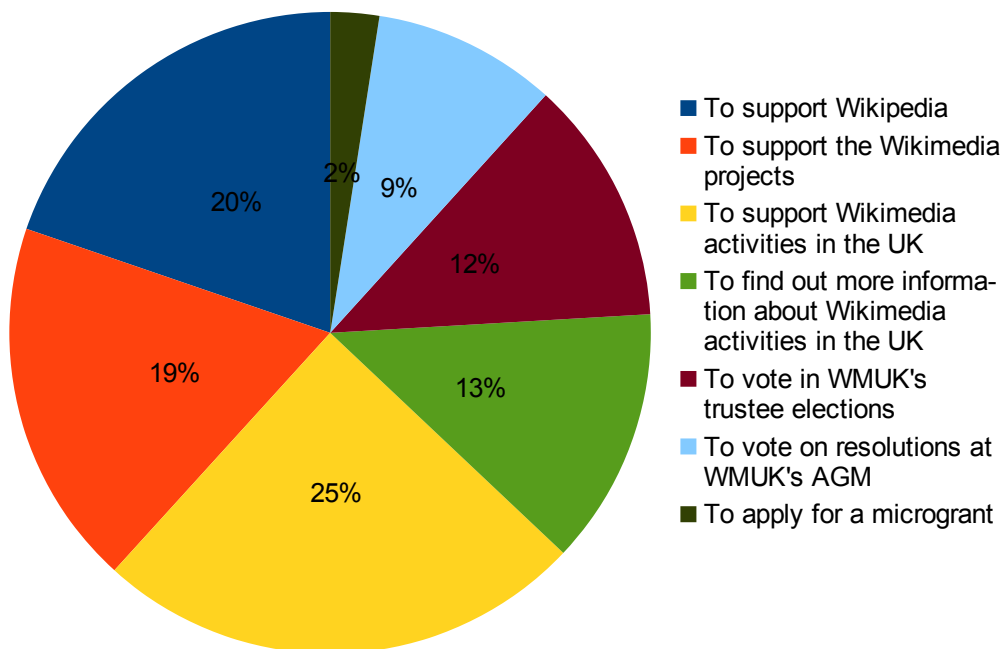


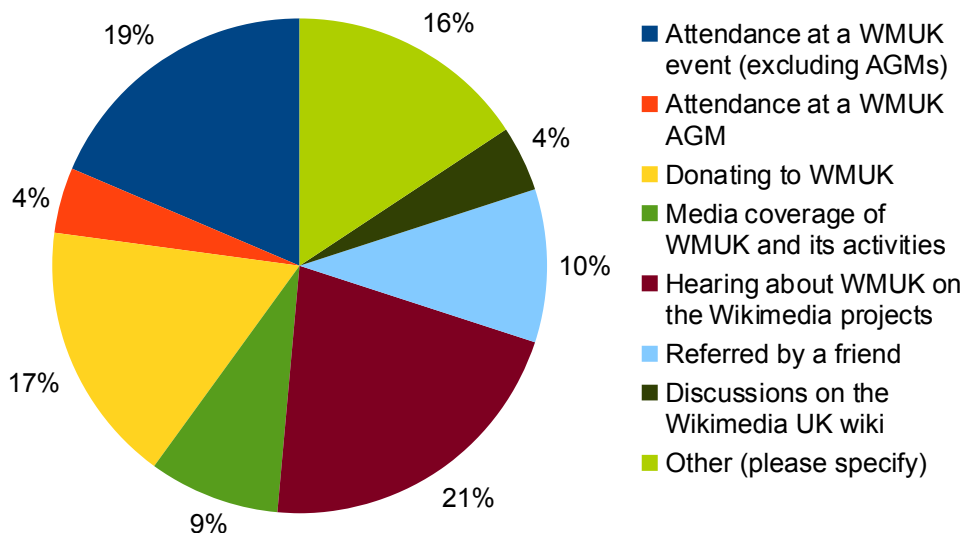
# “We do cool things” 2013 Wikimedia UK Membership Survey Report

## 1. Why did you become a member of WMUK?



- Supporting Wikimedia projects, generally or in the UK specifically is clearly the biggest reason for joining. WMUK governance matters are not insignificant though.
- Free-form comments were similar but “to become more active as a volunteer” was also highlighted by one respondent.

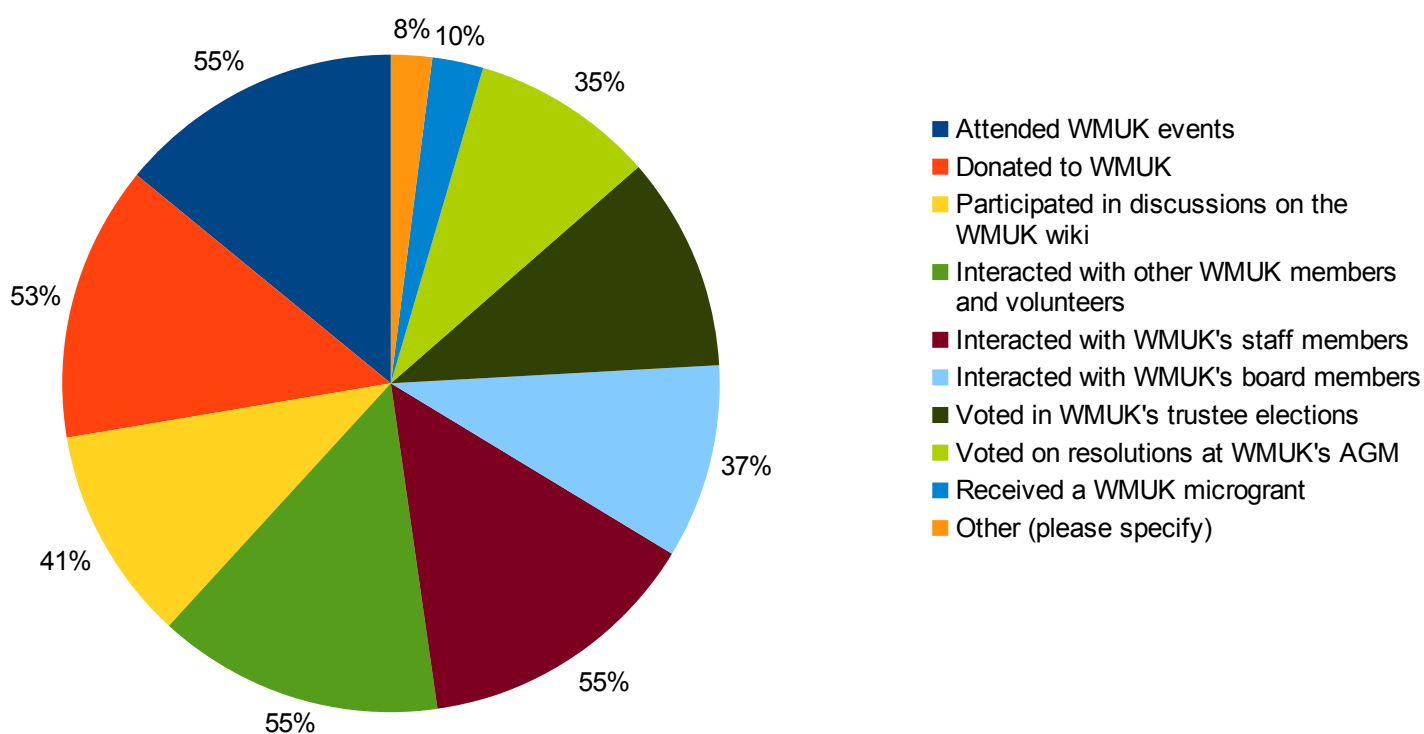
## 2. What prompted you to become a member of WMUK?



- There is no single stand-out reason, but hearing about WMUK on Wikimedia projects, attendance at events, donating to WMUK are the biggest reasons.
- Other comments received indicate that Wikimania and similar events, and professional association with the chapter (e.g. applying for a job) were also important.
- One comment highlighted that the “Fundraising drive on Wikipedia made me look into a recurring subscription which led me to Wikimedia”

### 3. How have you been involved in WMUK's activities?

Percentage of respondents who have used each method to interact with WMUK



- This shows that around half of all respondents have interacted in most ways other than receiving a microgrant.
- Five of the 57 respondents either have not interacted with WMUK or chose not to answer the question.
  - For the next survey an explicit “I have not interacted in any way” option would be beneficial.

### 4. Please can you describe your positive experiences as a member? Why would you recommend membership to other people?

- 35 respondents (58%) answered this question with comments.
- 2 respondents said they wouldn't recommend it to others.
  - One was “Unable to recommend it at this time” but gave no detail.
  - The other noted that “It's a nice way of feeling involved with the running of the organisation”, but they “wouldn't recommend it to people not already involved.”
- 3 felt that they had not been a member long enough to reasonably comment.
- Among the positive responses, the staff and members are frequently praised:
  - “Really made to feel welcome. Friendly and supportive staff”
  - “all the WMUK volunteers and staff were tremendously helpful and encouraging”
  - “Staff and other volunteers are always willing to help on projects”
  - “I always get hepl [sic] from WMUK who are very supportive”

- "Everyone I've met in person has been friendly and welcoming."
- "Contact with staff, volunteers and trustees, has been positive and has encouraged me to be more active"
- "Warm welcome on visiting the office"
- "I'm tremendously impressed by the professionalism of WMUK's staff and trustees"
- "Great projects, hard-working staff and trustees, smart volunteers"
- Training and other events also get a good write-up
  - "I have found giving training to be very positive. The train the trainers course was very good..."
  - "the members who attended [the editathon I organised] all found it interesting and worthwhile. We hope to do something similar again sometime."
  - "GLAM Wiki, and attending Wikimania 2013 were highlights. I'd recommend membership as a chance to meet like-minded people, and to help shape the direction of WMUK."
  - "Attended meetups, train the trainer session, and given training. All rewarding experiences. Meeting others is an opportunity to share ideas and become a better Wikimedian."
- More generally positive comments include:
  - "Email communications at the right frequency."
  - "Understanding what the foundation does above "funding Wikipedia" has been positive, I understand more about what you do."
  - "I enjoy microgrants, and I enjoy meeting other members."
  - "Sense of satisfaction that I am helping in a very small way to provide Wikipedia information for all"
  - "Provides a means of finding out what Wikipedians in UK (as opposed to the US) are concerned with. But new member."
  - "We do cool things"

##### **5. Please can you describe any negative experiences as a member? How would you suggest to improve this?**

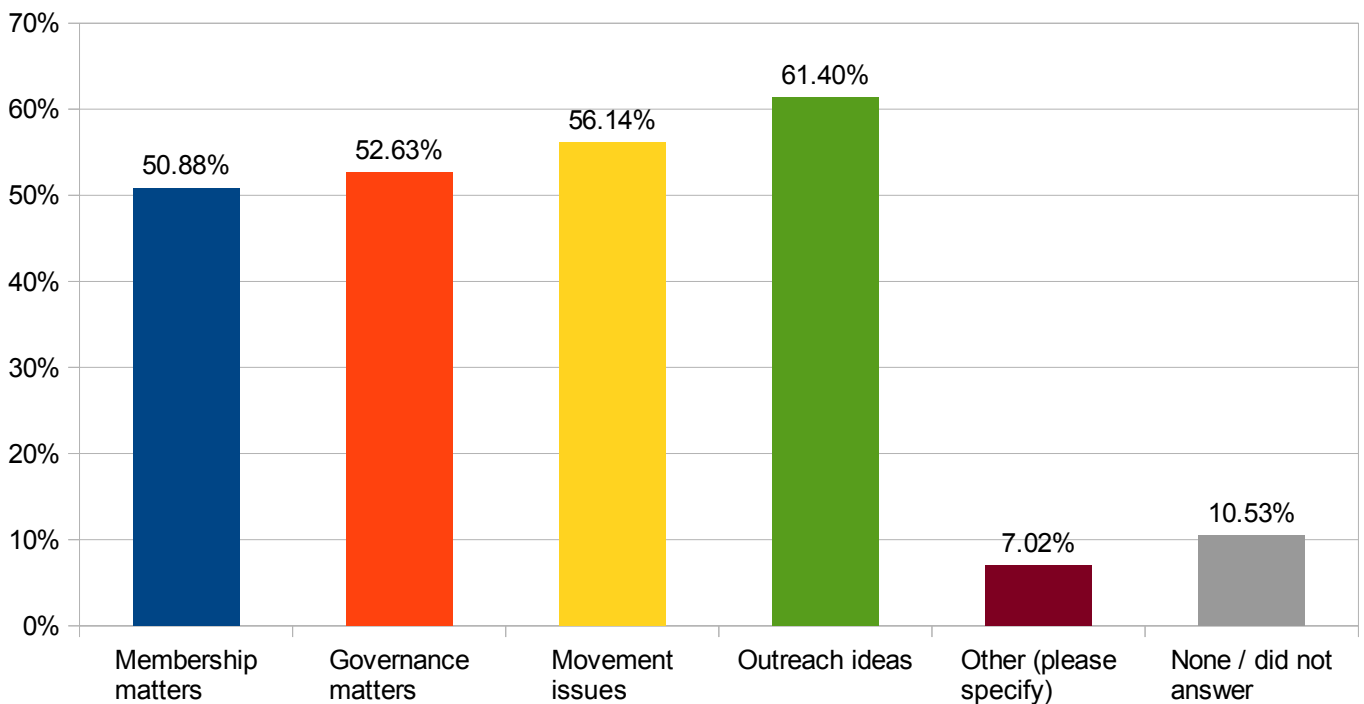
- 45% of respondents indicated they had had a negative experience, while 10 (17.5%) explicitly said they had had none, although this figure does include those who feel they are too new to comment.
- Most of the negative comments can be attributed to one source - the Water cooler (which was highlighted as a positive experience by nobody). It should be noted though that the survey pre-dates the splitting off of the Engine Room to try and address this issue. Specific comments include:
  - "I do not enjoy that some members of the community are rude. I also do not like that no action is taken to restrain this rudeness. I feel it discourages [sic] others from getting involved. [sic]"
  - "Negative environment online. No way to communicate with staff or other volunteers due to hostile nature of discussions."
  - "Only on Wikipedia and Water Cooler, the latter should be banned!"
  - "Other volunteers airing the chapter's dirty laundry in public fora."
  - "Some of the volunteers are negative, carping, whiny types. I'm not sure what's to be done about this, but it is a very big turn-off, and participating in discussions with those people does not appeal at all."
  - "Shortly after I joined I became aware of a small group of people doing their best to disrupt the chapter's activities, most notably by writing anonymous critical articles in the press and forcing the resignation of several trustees. I found this all a bit tiresome, but it was clear these people only represented a tiny minority of trolls and bullies, so I didn't let it discourage me. I'm not sure what can be done to improve this, because the people concerned didn't seem to be amenable to rational discussion."
  - "Hostile atmosphere in discussions"
  - "Negativity on website. "

- "I have never written anything on the water cooler, but reading the occasional rather destructive conversations would not encourage me to do so. If that was my only, or initial experience of WMUK I would not want to be part of it. Sadly, it sometimes gives a very negative and off-putting view of WMUK."
- Other factors mentioned include
  - A lack of response to some enquiries
    - "I'm interested in volunteering, particularly in the glam projects, but no one has responded to me"
    - "The length of time to be accepted. "
  - Location issues
    - "Just that it is difficult to take part in events due ot [sic] my location."
    - "There's not enough information for members about WMUK's activities, and not enough oppotunities for people to get involved (either in the governance side or the programme side). Unless you live in London, oppotunities for any sort of face-to-face interaction are few and far between. I'd like to see more staff/trustees at meetups, and more oppotunities for members/volunteers to visit the office or take part in structured events."
  - one complaint about a specific member of staff.

**6. Which of the following topics are you interested in?**

- The four other matters specified were two respondents indicating they weren't interested in being active, one identifying GLAM and Wikimedia and one less specific
  - "The general betterment of alll [sic] living creatures"

Proportion of respondents interested in each matter

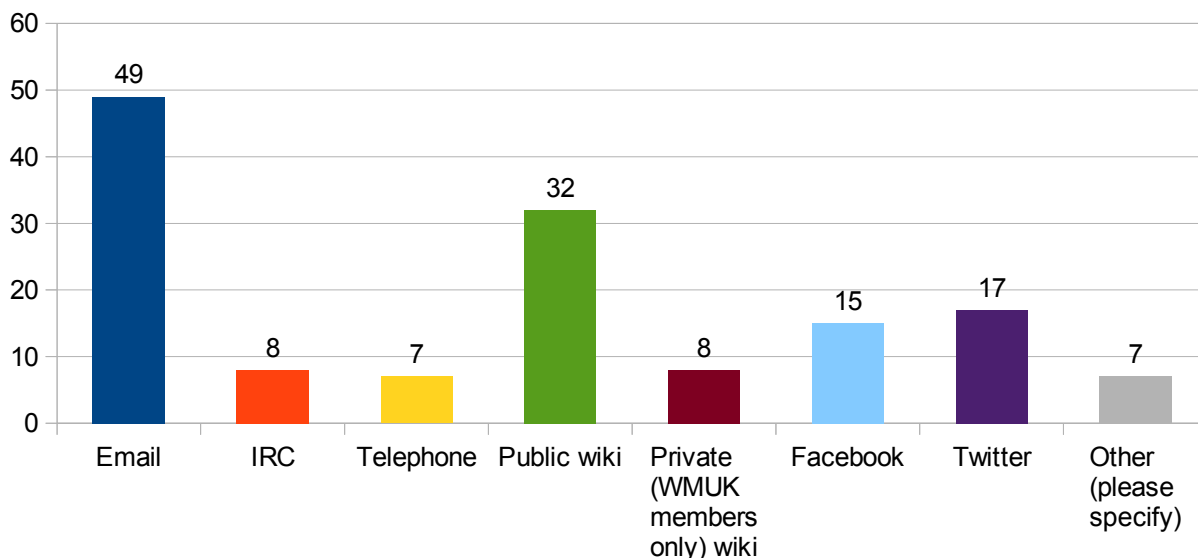


**7. How would you like to interact with WMUK?**

- Email and the public wiki are obviously the main desired methods of interaction.

How respondents would like to interact with WMUK

54 respondents answered this question

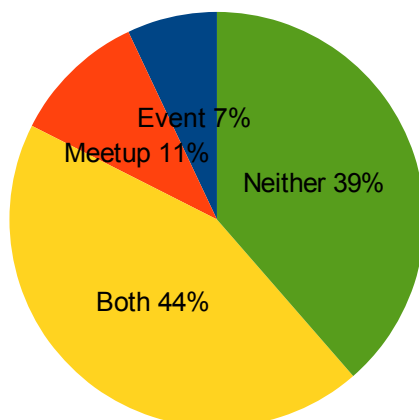


- Based on comments elsewhere in the survey I think that if the atmosphere of the wiki is improved, that more people will want to interact that way.
- In the comments associated with the “other” option, four respondents expressed a desire to interact in person (one specifically at Wikimania, three more generally). This should included as an option on the next survey.
- One respondent chose to use the other option to declare that “IRC is from the eighties and we should not be using it”

**8. Have you ever been to a Wikimedia UK event or meetup?**

Types of Wikimedia UK event or meetup attended

All 57 respondents answered this question

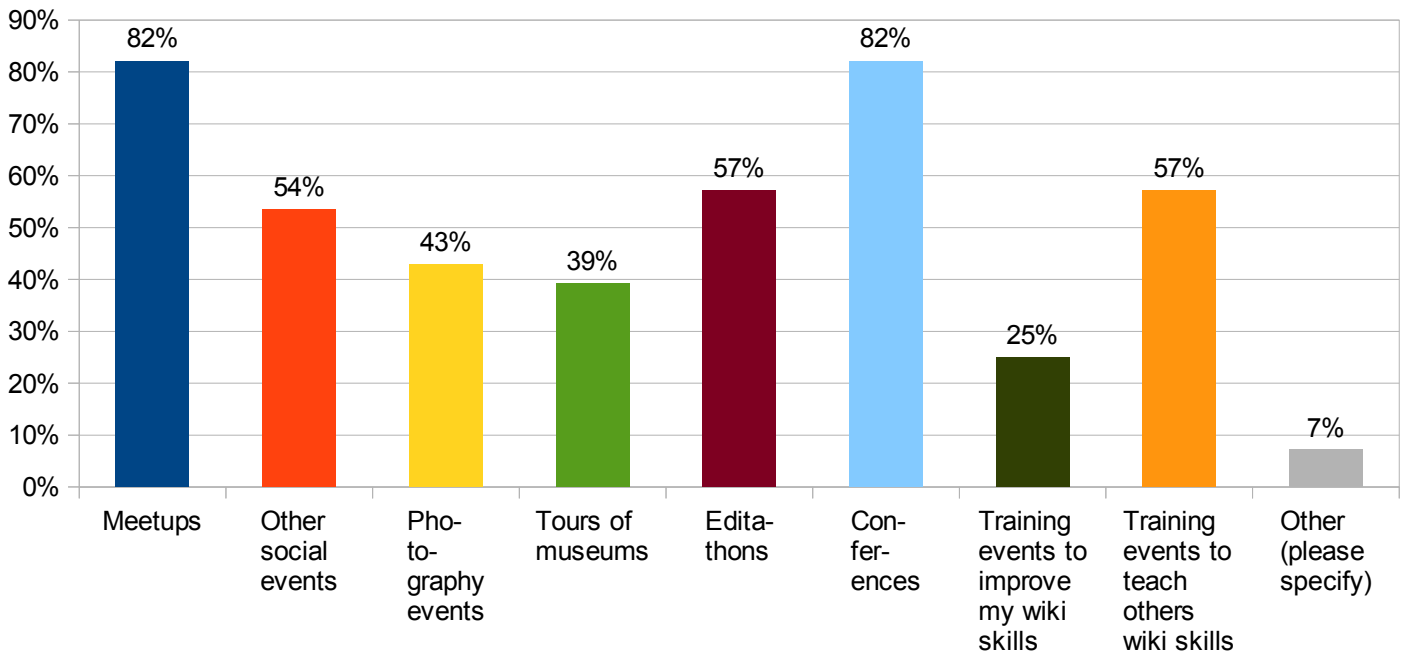


- It seems that once people have been to one sort of event they are likely to go another sort.

**9. What type of events have you attended?**

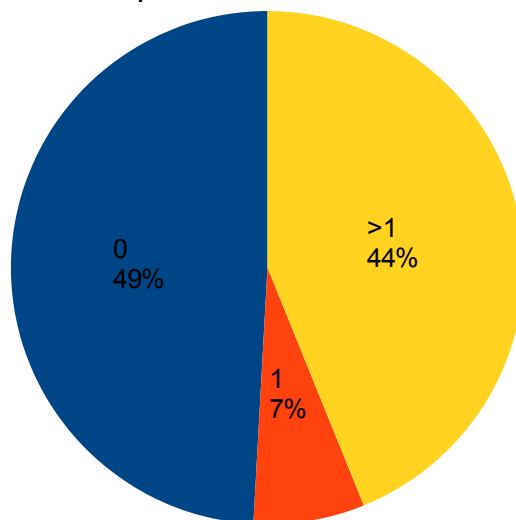
Proportion of respondents who have been to at least one event

1 respondent = 3.5%



- Only 29 people answered this question, with just one respondent selecting the "none" option.
- The two other event types listed were the train the trainers course and the AGM.
- Other than conferences, which is overrated, there seems to be a rough correlation between the frequency of events and the figures above. This needs verification though.
- If you have been to one type of event it seems likely that you will also attend other

Proportion of respondents who have been to n types of event



Users not answering are assumed to have been to 0 types of event.

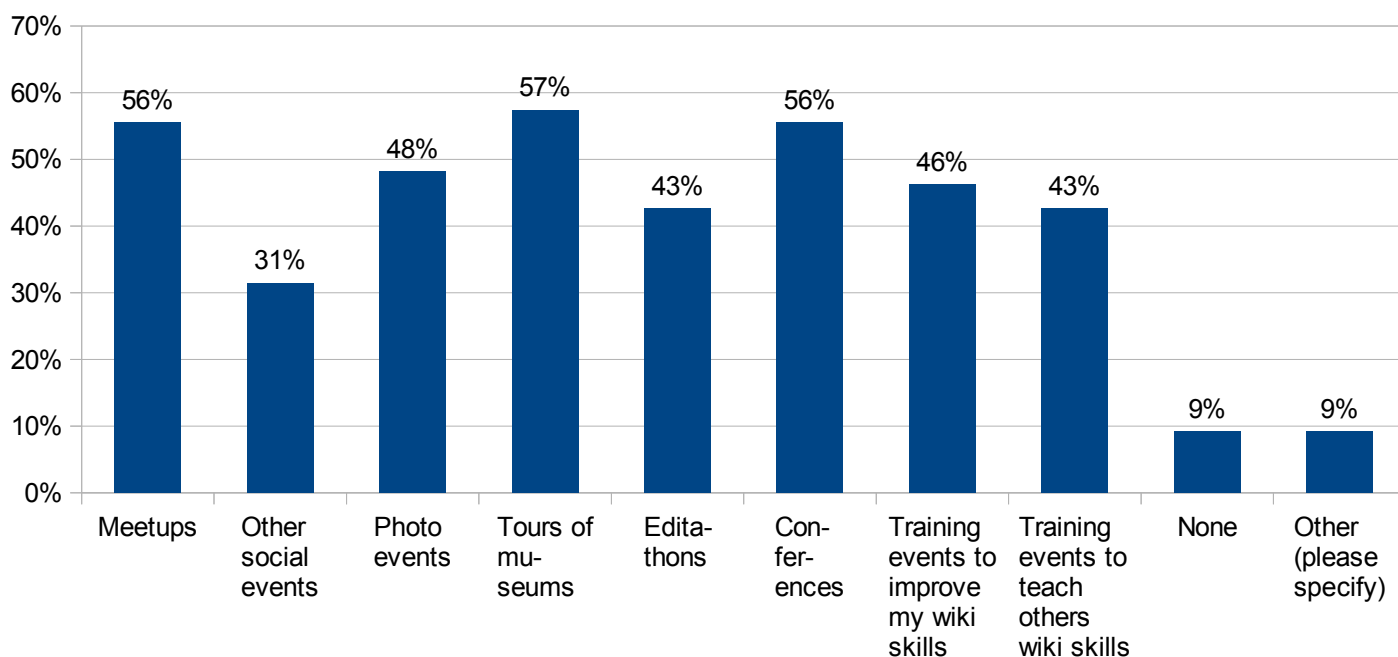
**10. Do you have any comments about the event(s) you attended?**

- 13 comments were received, with six of them being entirely positive with descriptions like “enjoyable”, “rewarding”, “interesting” and “stimulating”. None were entirely negative.
- Two commenters expressed a desire for more events, with one specifically noting that more international events “would be lovely”.
- One commenter explicitly highlighted diversity issues -
  - “At every event I have been to, every attendee has been a white person with at least some university education. Can we mix it up a bit?”
- There was one comment about an unspecified event at the WMUK office being undermined by a named member of staff, “who seemed to, at least at the time, despise young volunteers”. This respondent also noted that “The only criticism I would make about the meetups themselves is that new attendees are easily sidelined and it can feel too much like a clique to them.”
- One commenter expressed the view that “as a way to recruit new editors their efficiency seems questionable”

**11. Which type of events would you be interested in attending?**

Proportion of respondents interested in attending each event type

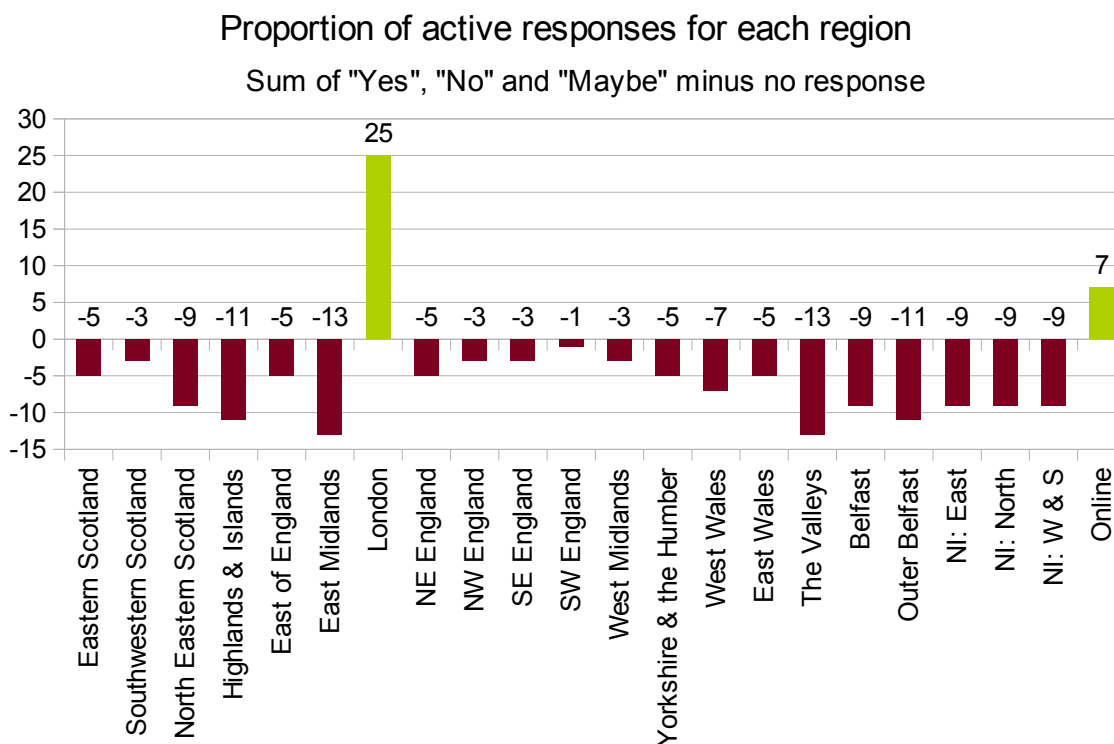
54 respondents answered this question



- With each respondent accounting for just under 2% of the total there is little statistically significant difference between most of the options beyond meetups being the most popular type of social event.
- Five respondents specified something in the “Other” option
  - One was explaining why they were not interested (this respondent did not tick the “none” option)
  - Two were requesting online/on-wiki training, one specifically related to “Technical training e.g. bot programming”
  - One commenter requested “Something where we go to the public, rather than advertising for them to come to us”
  - The fifth was a comment from someone identifying as a new member asking “What are Wiki skills? Prefer to be trained at my desk”

**12. Where would you be interested in attending events?**

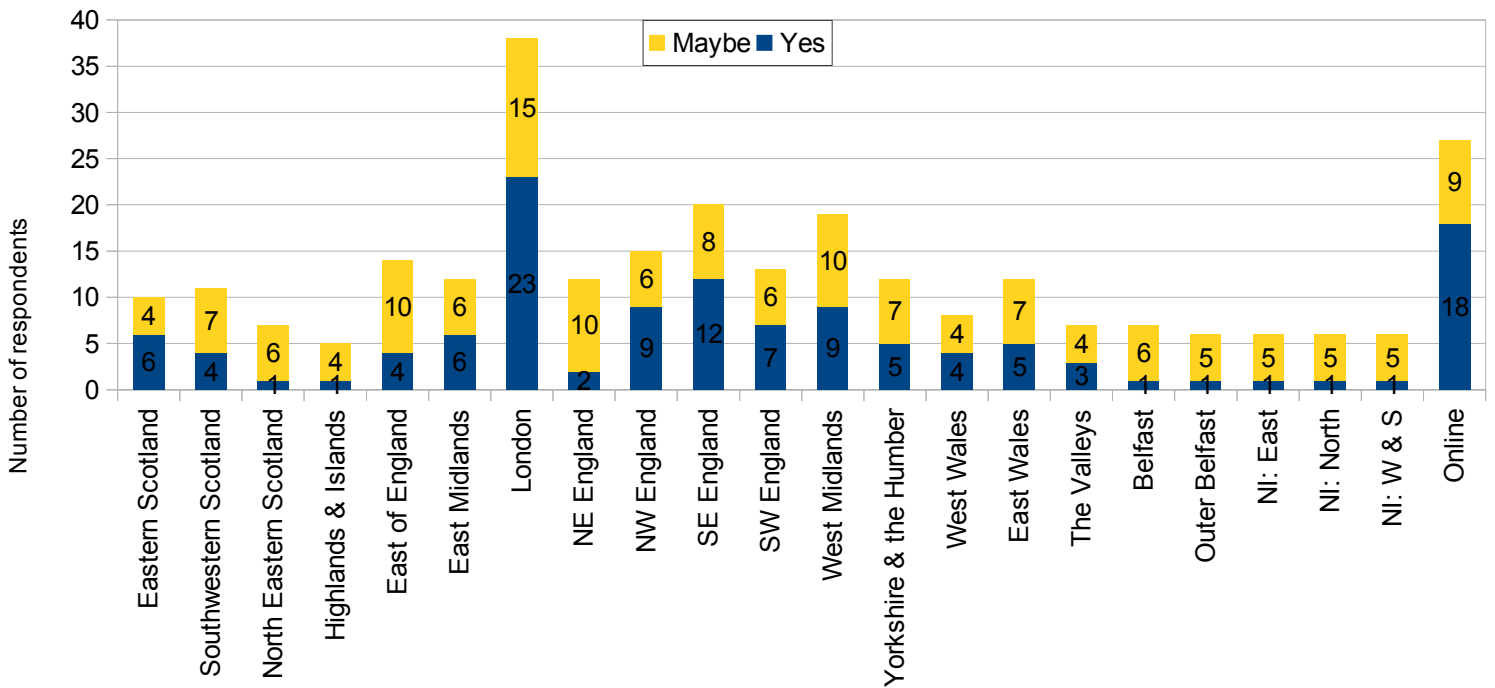
- This question didn't work especially well from a results point of view. In addition to the "Yes", "No" and "Maybe" check-box options for each question, as it was not mandatory to give select one of the options, most respondents did not respond to most of the many regional options. It seems unlikely that non-responses should be interpreted as "yes", but should they be treated as "No" (I'm not interested in events here) or "maybe" (I have no strong feelings about events in this area)?



- The following results all need to take into account the low proportion of responses to the region questions demonstrated above.
- There is also a feeling that 22 regions was too many options (4 Scotland, 9 England, 3 Wales, 5 Northern Ireland and 1 "online/remote").
  - The Welsh regions also seem counter intuitive (East / West / the Valleys)
  - Separate options for "Belfast" and "Outer Belfast" seems overprecise when the much larger (by population and geographical extent) London gets just one option and Glasgow (with double Belfast's population) is subsumed into "Southwestern Scotland"
  - The English regions are vastly disproportionate in size - Gloucester and Penzance are both in the South West region despite being 200 miles apart, in the Yorkshire and Humber region Sheffield and Northallerton are only about 80 miles apart,
- A free-form question on the next survey about where people would like events to be located (asking people to specify as many or few locations or areas as they like) may be useful. It would require human interpretation of course but may indicate patterns the fixed regions don't.



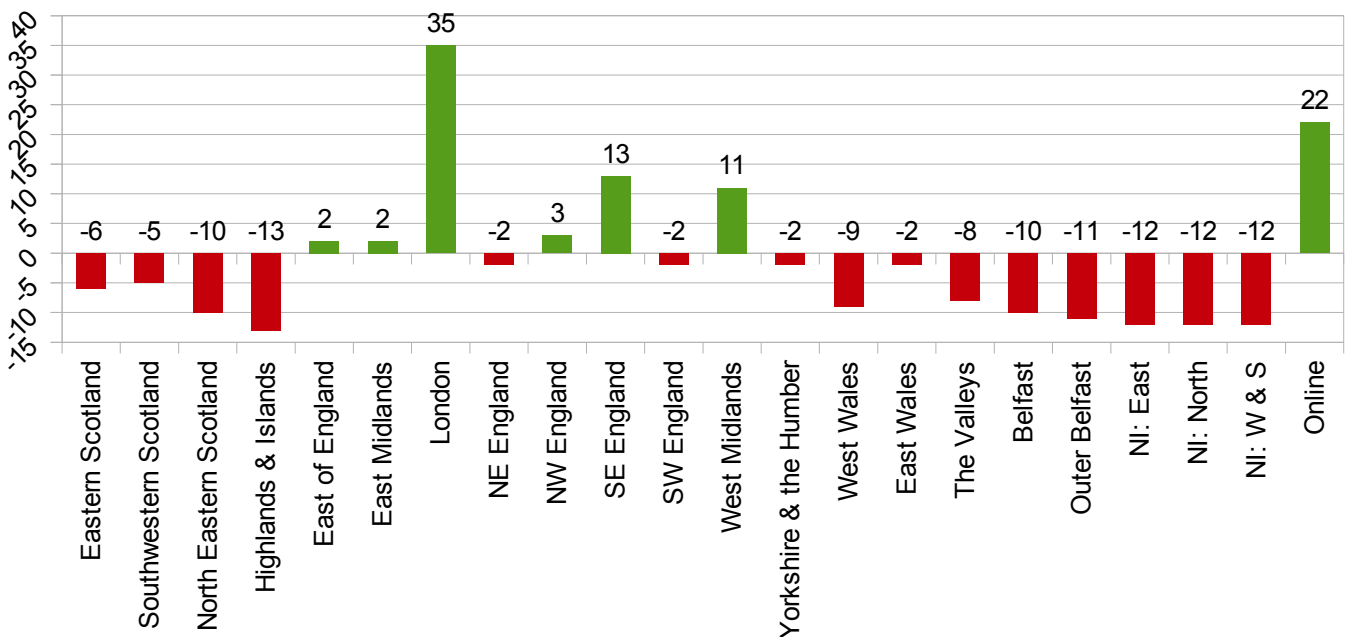
### Interest in events in each region



- This shows that London, the south east and the West Midlands have the greatest volume of interest from respondents for geographical regions.
  - I don't know whether the responding members are geographically representative of either all members or, more generally of Wikimedians in the UK.
- Online events are desired by many respondents also, with only five respondents answering "No".
- It seems that none of the respondents are based in Northern Ireland - the sole person answering "Yes" to all those regions indicated elsewhere that they are an international member who mostly visits Europe for family reasons.

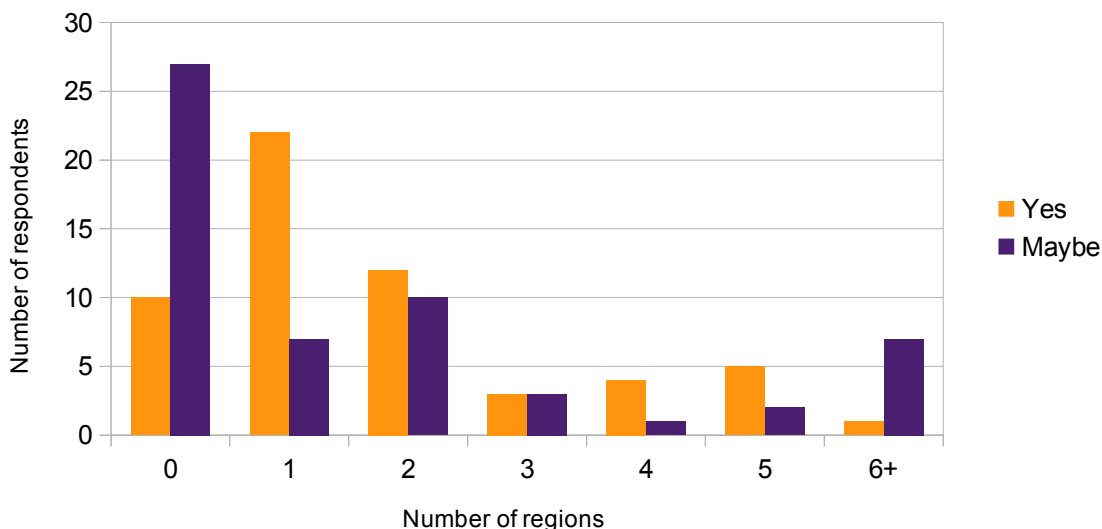
### Relative interest in events in each region

Sum of members answering "Yes" and "Maybe" minus those answering "No"



- This shows again that, among respondents to this survey, events in London, the South East, West Midlands or online are the most likely to attract significant numbers of attendees.
  - This chart assumes that those not responding have no strong opinions about events in a given region.
- Yorkshire & The Humber, East Wales, and North West and South West England have significantly different results to the previous chart. I suspect the first is the more accurate of the two charts, but I can't be certain of this, particularly with the low response rates.

Number of regions respondents expressed an interest in



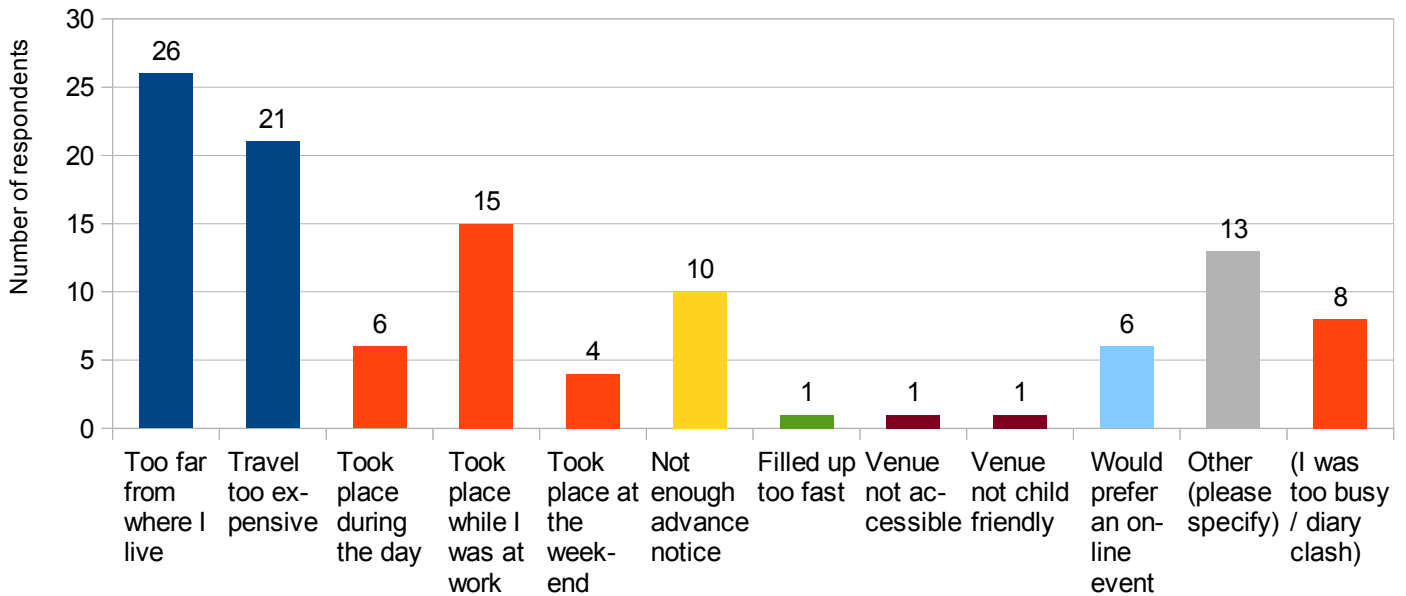
- This chart demonstrates that there is a significant flexibility in where many people are willing to attend events. This will be affected by several factors though
  - size of the region they are in
  - where in the region they are based – I know for example that one volunteer that lives within walking distance of the boundary between two regions.
  - Availability of transport – volunteers based in London or Birmingham for example have easy access to several regions via good road and rail links.

### 13. What sort of factors have prevented you from attending events in the past?

- This question was answered by 46 respondents, and as the charts on the next page show, travel is the biggest issue, followed by timing (colours are consistent).
- Of the thirteen other responses, 8 were indicating that the respondent was too busy either generally or at the time of a specific event. I've highlighted these in the chart above for comparison and it should be included as a specific checkbox in future surveys (of the 8, one also included another comment).
- Of the other factors noted:
  - Three indicated that they were not aware / had not been notified of events. At least one of these people is a new member.
  - One person recounted a bad experience of a meetup, "Only meetup attended was a disaster as people could not find each other"
  - An international member noted that events tend to happen in the middle of the night their time.
  - One comment, "Two events for an organisation of this is is laughable", I think is complaining about the frequency of events but I'm not certain. Given their location preferences (London, South East and West Midlands) this may be an issue with finding out about events?

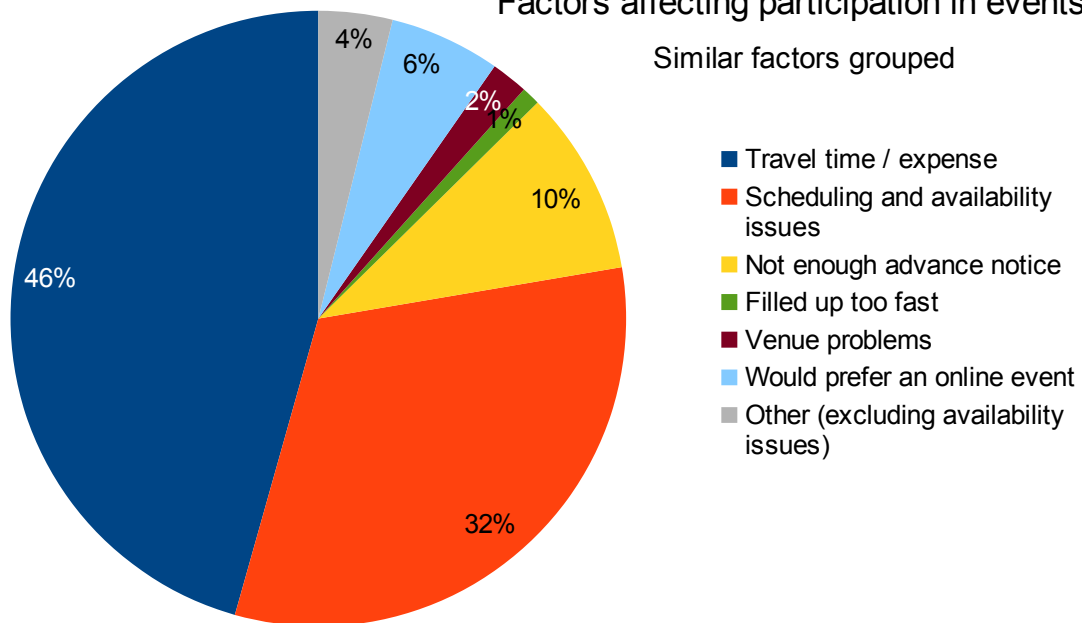
### Factors preventing attendance at events

Similar factors are grouped by colour



### Factors affecting participation in events

Similar factors grouped

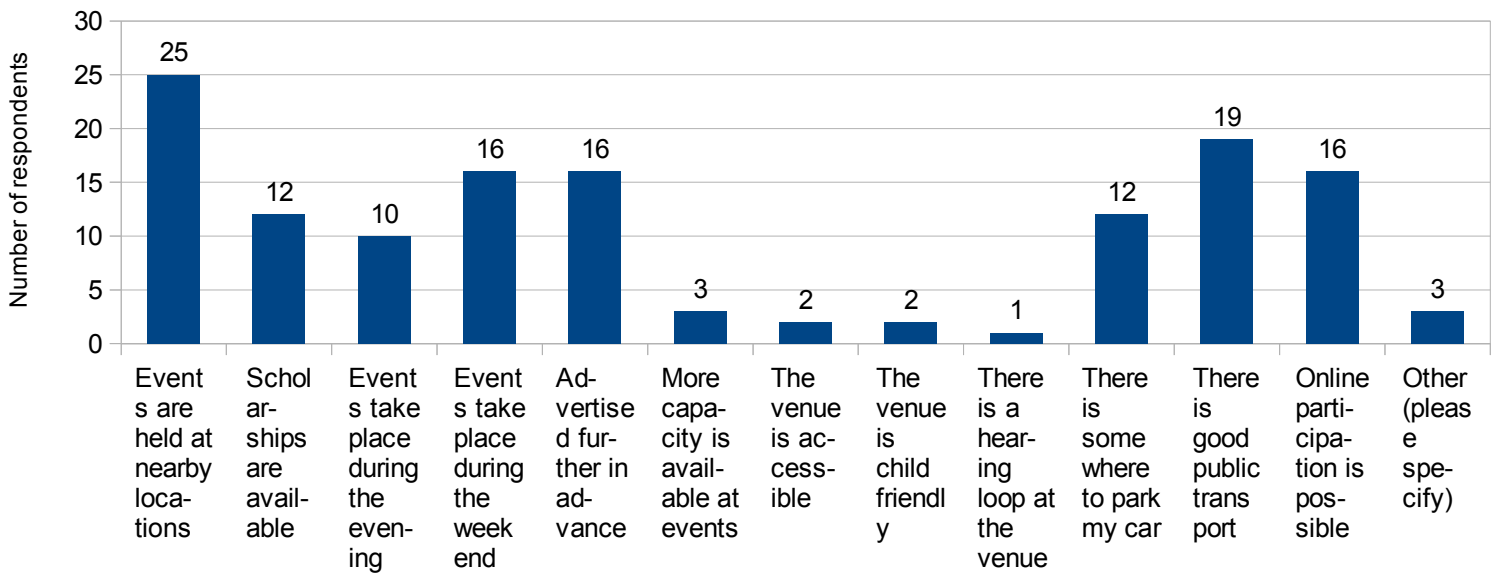


- I think what we can take from this is that we need to try and distribute events around the country more, and we need to make more people aware of events – perhaps a mailing list, twitter and/or RSS feed announcing new events?
  - One member comment (on question 30 about suggested improvements), suggesting “Direct emails inviting me to events.” is along the same lines.
- The low impact of physical accessibility may reflect either that we do not have many members/respondents who require this, or more positively that the venues we use are not lacking in this regard.
  - The answer to the disability question in the demographics part of the survey may point to which of these is more likely.
- Capacity at events does not seem to be a significant problem.

**14. What would help you attend future events?**

- 46 respondents answered this question.
- Proximity and ease of reaching the venue are the biggest physical desires.
- Online participation and increased advance notice are also important.
- The low figures for child friendliness in this and the previous question suggests that people for whom this is an issue are not represented by the respondents to this survey.
- There were three other responses.
  - One indicated that they would require more free time
  - One was the aforementioned international member
  - The third was a request for events geared to specific topics of interests, “specialist events but I want it to be something I know about or specifically wish to learn”.

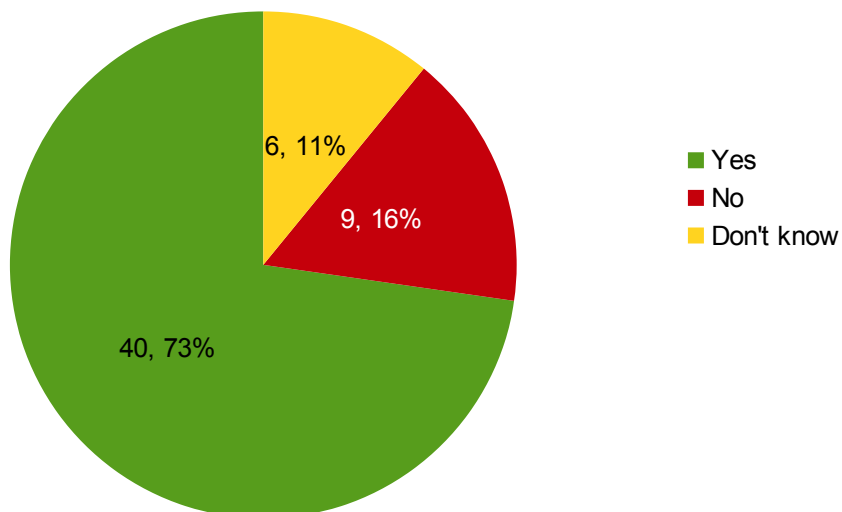
What would help respondents attend future events?



**15. Have you found the process of applying for and renewing membership easy or straightforward?**

**16. Please comment on specific issues and any suggestions for improvement if you wish:**

Was the process of applying for and renewing membership easy or straightforward?



- 55 of the 57 respondents answered this question.
- In future it might be worth asking separately about new memberships and renewals
- Comments were received from 19 respondents, although I think those answering “yes” were not asked.
- The two major themes of the comments relate to issues with renewals and communications. Regarding renewals:
  - “I never seem to get asked to renew. I believe my first membership was somehow mis-recorded & I'm not sure I've caught up since.”
  - “The issue I had with renewing my membership was because my membership details had not been filled in correctly into the database. Hopefully it will run more smoothly this year.”
  - “I ended up being listed on the membership list twice after renewing then being told that I'm a new member - better efforts need to be made to avoid this.”
  - “The renewal was done using a form that appeared as if it was for joining only.”
- Regarding communications:
  - “I've apparently been in grace for a few months but haven't received a reminder”
  - “When I signed up for membership I got a confirmation from Paypal but nothing from WMUK until I chased it.”
  - “I did not receive any acknowledgement that I had joined or any other correspondence since, just a paypal receipt. I don't mind, but some people might.”
  - “This might have changed recently, but how do I know if my membership renewal was successful? I didn't get an email or any sort of confirmation last time I renewed, but that was nearly a year ago.”
- There were three explicit comments saying there were no issues, including “Can't think of anything; you seem well-motivated and -organised” and “carry on the good work”. Another three respondents said “none” or “N/A” which can be interpreted as good.
- One respondent asked about outreaching to specific groups of people
  - “Could we try some outreach to people who aren't university educated and/or white? Women would be nice too but I see we have made in-roads there.”
- One comment, “Shorter questionnaires” was unclear about what it was referring to.
- Other specific comments include:
  - “WP UK rather hidden from view, application process ambiguous as to whether applications are welcomed and worthwhile. Long delay in my case before acceptance (Autumn 2013).”
  - “I did not understand the difference between trustees and members at first”

### **17. What improvements would you like to see to membership sign up and renewal?**

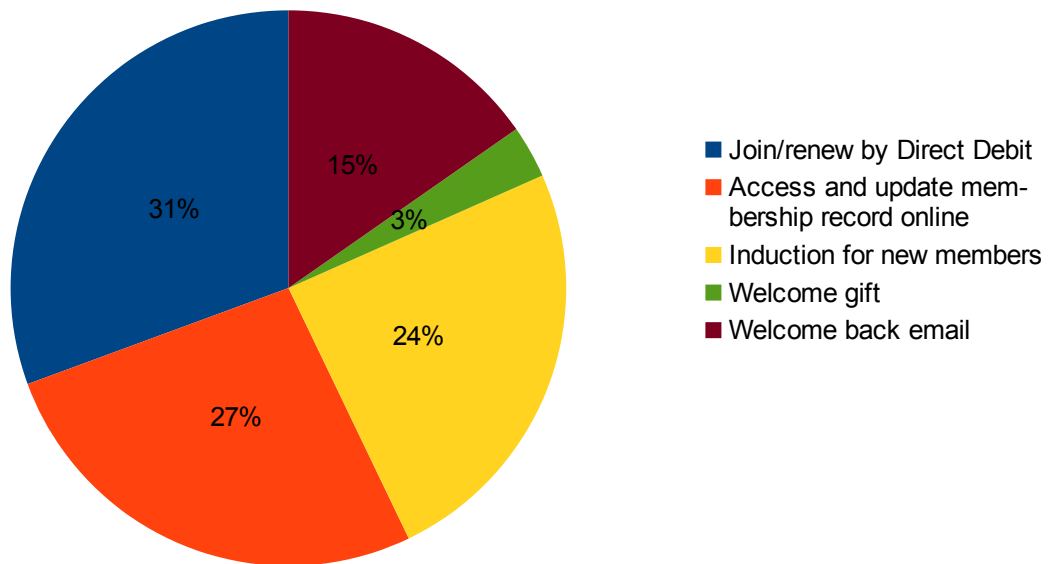
- This question asked members to rank five options, with 1 being the most desirable and 5 the least. 49 respondents answered this question. The five options were:
  - A welcome gift for new members
  - Option to sign up to pay annually by direct debit
  - A clear induction process for new members
  - Ability to access and update my membership record, contact details and communication preferences online

- A welcome back email for renewing members
- The table and following charts show that the option of an annual direct debit and the ability to access and update your membership record online are the most desired options and the welcome gifts the least.

Table 1: Number of members ranking each option

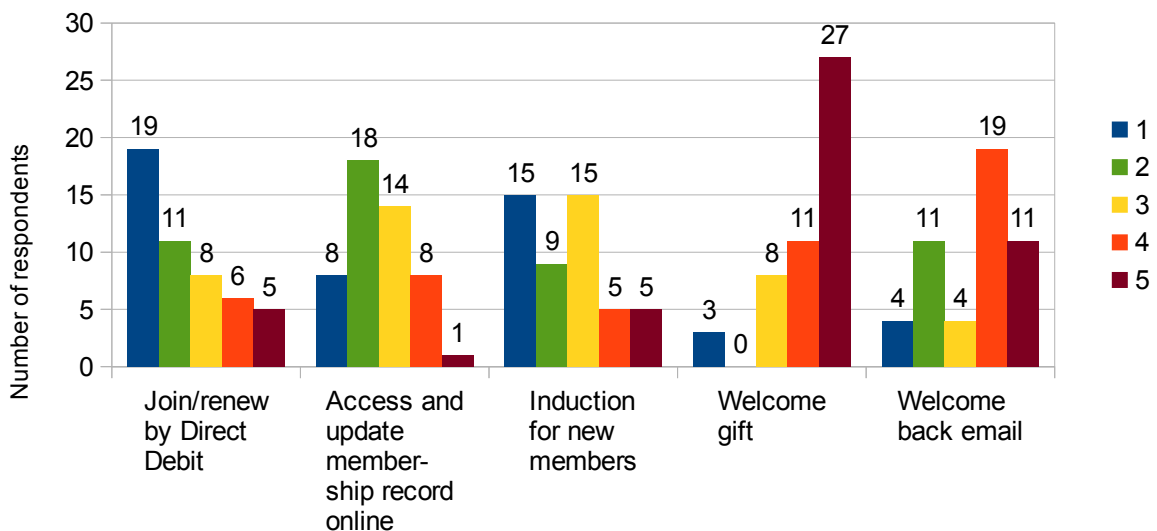
Ranking	Direct Debit	Update online	Induction	Welcome gift	Welcome back email
1	19	8	15	3	4
2	11	18	9	0	11
3	8	14	15	8	4
4	6	8	5	11	19
5	5	1	5	27	11

Proportion of respondents ranking each option as 1 or 2

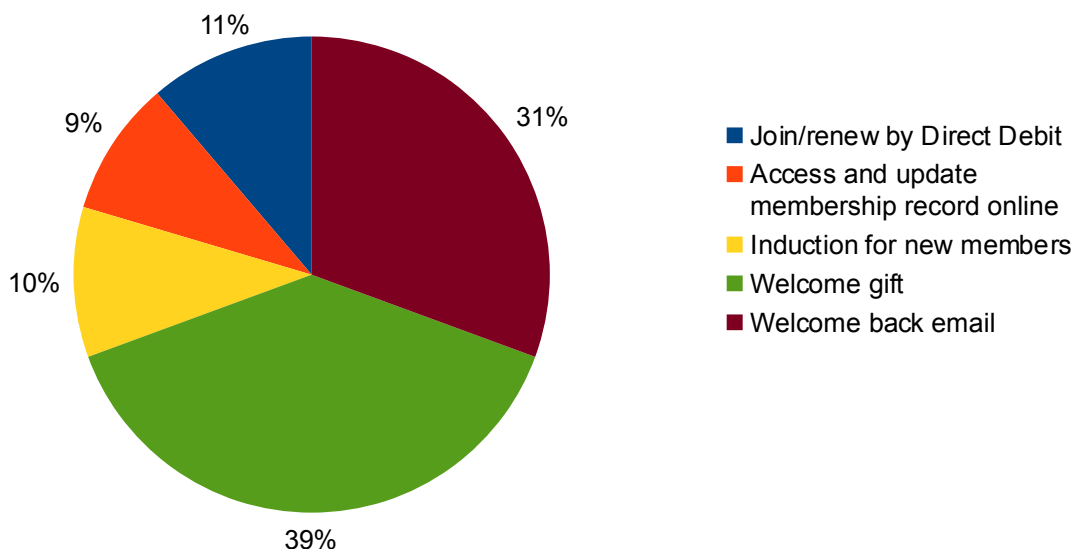


Ranking of each option

1 = most desired, 5 = least



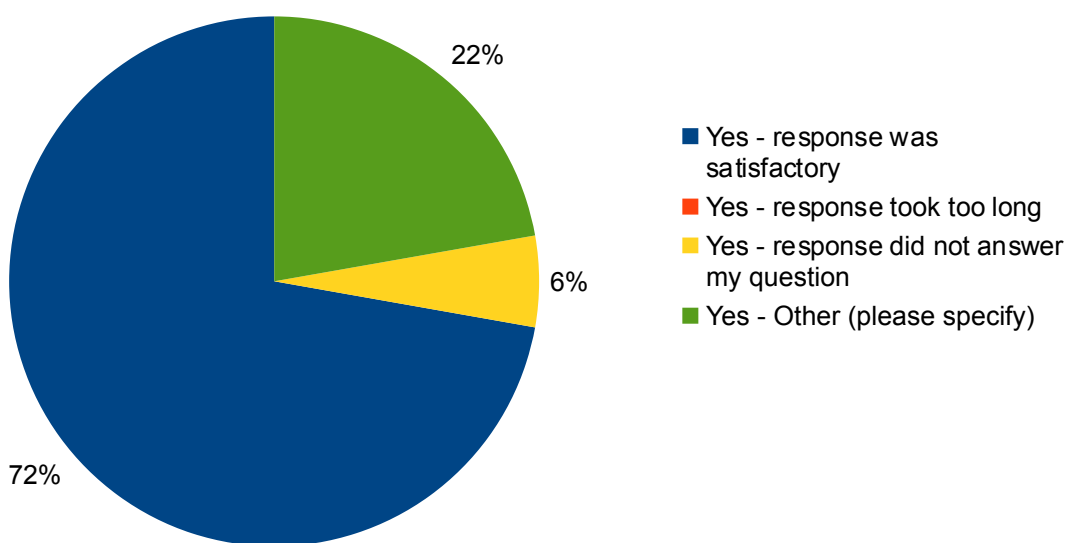
Proportion of respondents ranking each option 4 or 5



**18. Have you contacted the charity staff using the [membership@wikimedia.org.uk](mailto:membership@wikimedia.org.uk) email address? Was the response satisfactory?**

- The options available for this question were:
  - No - have not contacted
  - Yes - response was satisfactory
  - Yes - response took too long
  - Yes - response did not answer my question
  - Yes - Other (please specify)
- 55 of the 57 respondents answered this question

Proportion of respondents who have contacted WMUK



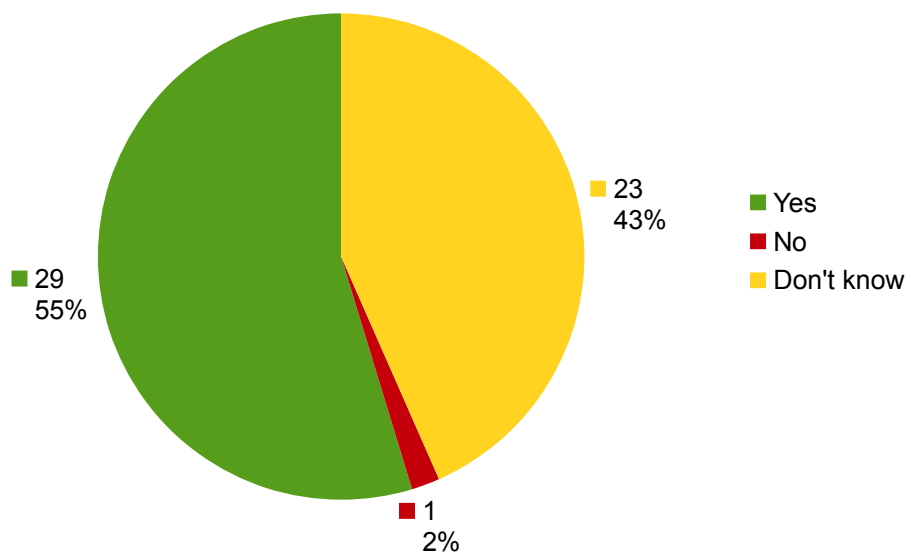
- Of the 54 members responding to one of the given options:
  - 40 had made no contact
  - 13 said the response was satisfactory
  - 1 said the response did not answer the question. This person did not give detail.
- This chart does not separate the three respondents who answered “Yes - Other” as a

supplementary option from the one respondent who didn't answer any other options.

- The four comments received in the other option were:
  - “I actually emailed info@wikimedia.org.uk but it was sorted well.”
  - “Excellent!”
  - “The issue could have been resolved quicker [sic], but that was (AIUI) not the fault of the staff member responding”
  - “I can't remember”
    - Whether this relates to not remembering whether they have contacted or whether they can't remember the answer is not clear.

### 19. Do you feel staff are generally responsive to members' queries?

Are staff generally responsive to members' queries?



- Two respondents, both answering “Yes”, chose to elaborate, saying: “Absolutely!” and “Most of my experiences have been positive.”
- Of those members who said they had contacted via the membership email address, 13 said staff were generally responsive and 1 said they did not know.

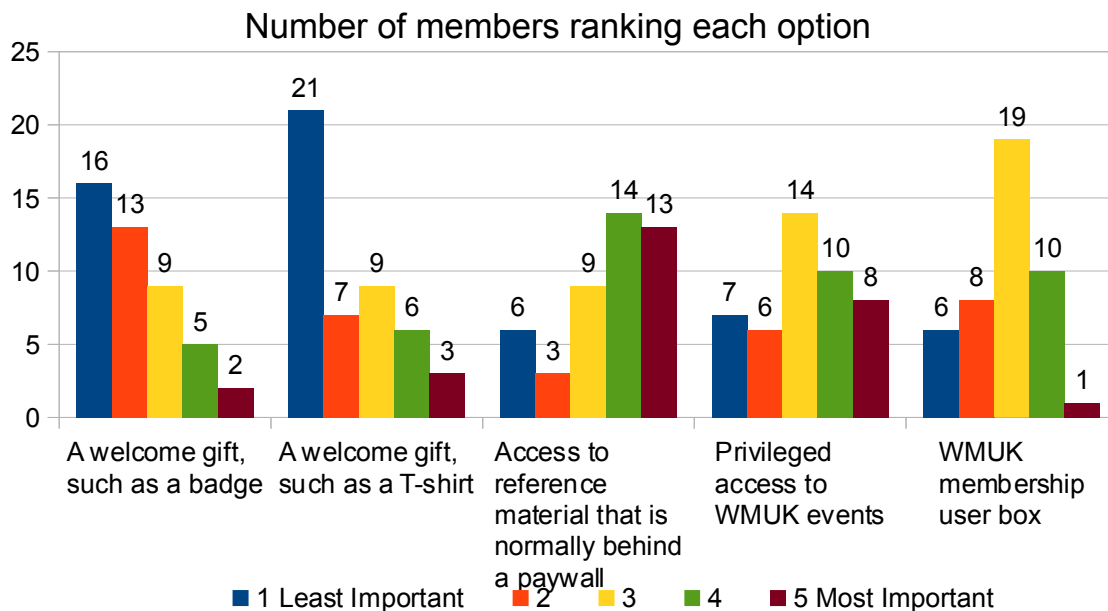
### 20. Following are some suggestions for potential benefits to be offered to members. Please rate from 1 5 these benefits in terms of the importance you would like to see Wikimedia UK place on securing them for members in the next 12 months (with 1 as least important and 5 as most important).

- The suggestions offered were:
  - A welcome gift, such as a badge (45 responses)
  - A welcome gift, such as a T-shirt (46 responses)
  - Access to reference material that is normally behind a paywall (45 responses)
  - Privileged access to WMUK events (45 responses)
  - WMUK membership user box for member user pages on Wiki project sites (44 responses)
  - Other (please specify) (2 responses)

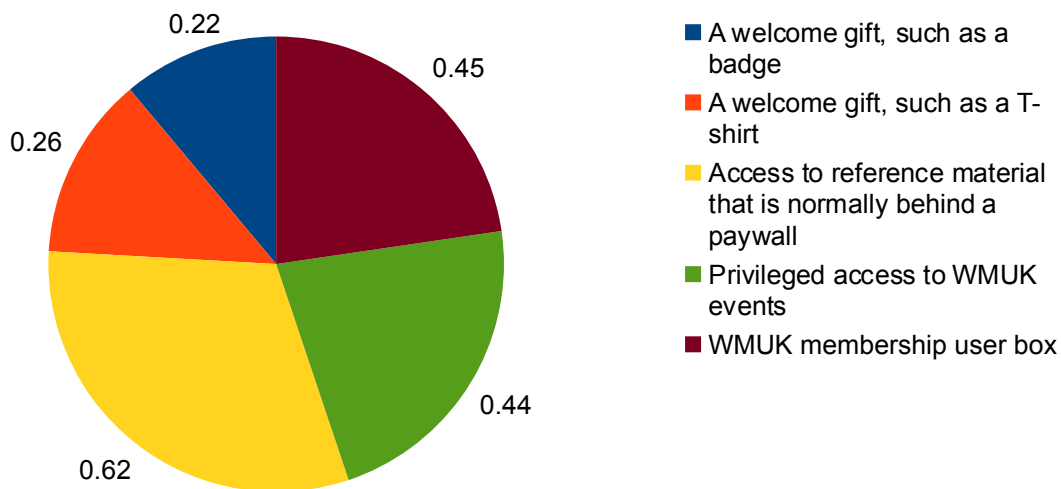


• Table 2: Number of members ranking each option

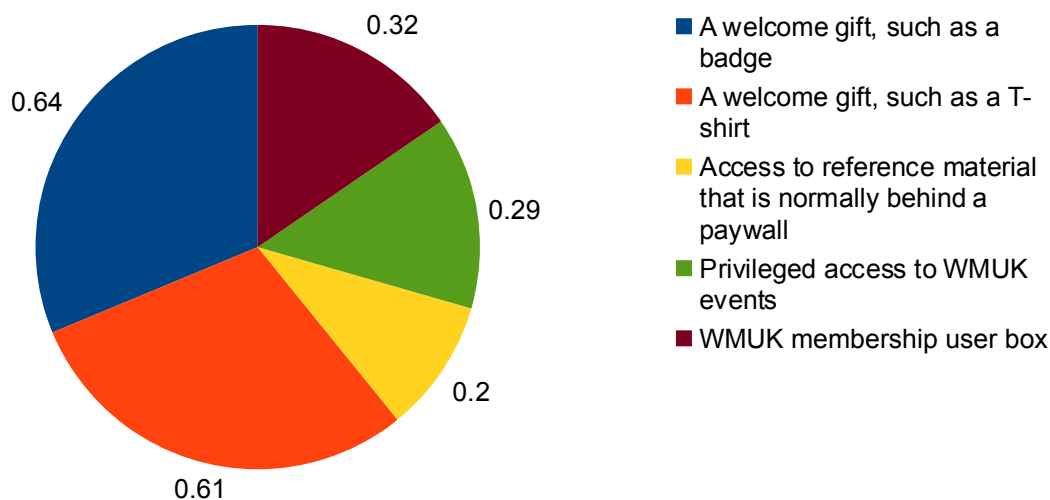
Answer Options	Least Important					Most Important				
A welcome gift, such as a badge	16	13	9	5	2					
A welcome gift, such as a T-shirt	21	7	9	6	3					
Access to reference material normally behind a paywall	6	3	9	14	13					
Privileged access to WMUK events	7	6	14	10	8					
WMUK membership user box	6	8	19	10	1					



Proportion of respondents ranking each option as most or second-most important



Proportion of respondents ranking each option as least or second-least important

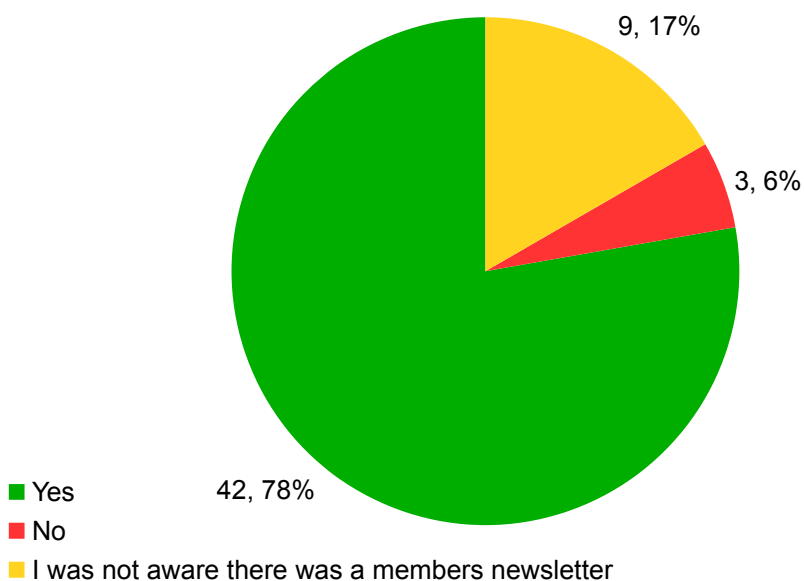


- Together these tree charts show that access to paywalled material is seen as the most desirable thing to offer, with welcome gifts the least.
- The two comments received were:
  - “NB, such userboxes already exist on enwiki”
  - “To be honest, it's not what the charity can do for me, it's what I can do for the charity. These things are a bonus but not particularly motivating for me.”

**21. Wikimedia UK provides members with a monthly membership newsletter. Have you read this?**

- 54 members answered this question.

Have members read the newsletter?

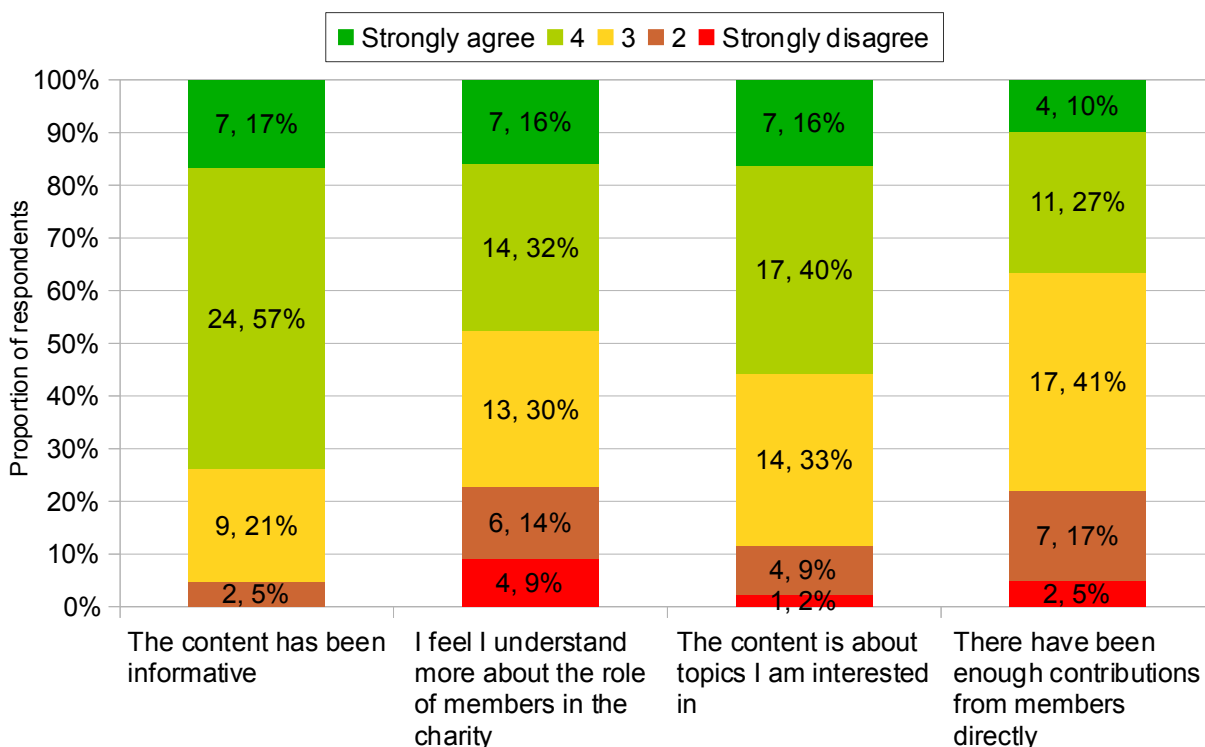


- Of those who are aware of the newsletter, the readership is a very good 93%. Some of the people who answered “no” or indicated a lack of awareness will have joined between the publishing of a newsletter and the publishing of this survey (e.g. this was true in my case).

**22. Which of the following statements [about the newsletter] apply? Please rate from 1 5 the following statements in terms of how much you agree with them (with 1 as strongly disagree and 5 as strongly agree).**

- The statements to be ranked were:
  - The content has been informative (42 responses)
  - I feel I understand more about the role of members in the charity (44 responses)
  - The content is about topics I am interested in (43 responses)
  - There have been enough contributions from members direct (41 responses)
- There was additionally an option to submit additional comments labelled “Other (please tell us what you think)”. 6 people left comments.
- The skip-logic from question 21 may not have worked properly here (it was intended only those answering “yes” would be asked this) as some of the comments indicate the respondent is unaware of what the question relates to. In future it should definitely explicitly say it is about the membership survey. Relevant comments were:
  - “I haven't received it ”
  - “I assume this is about the newsletter?”
  - “I feel that I am blundering through the dark here ”
  - “Don't understand this question! What content? ”

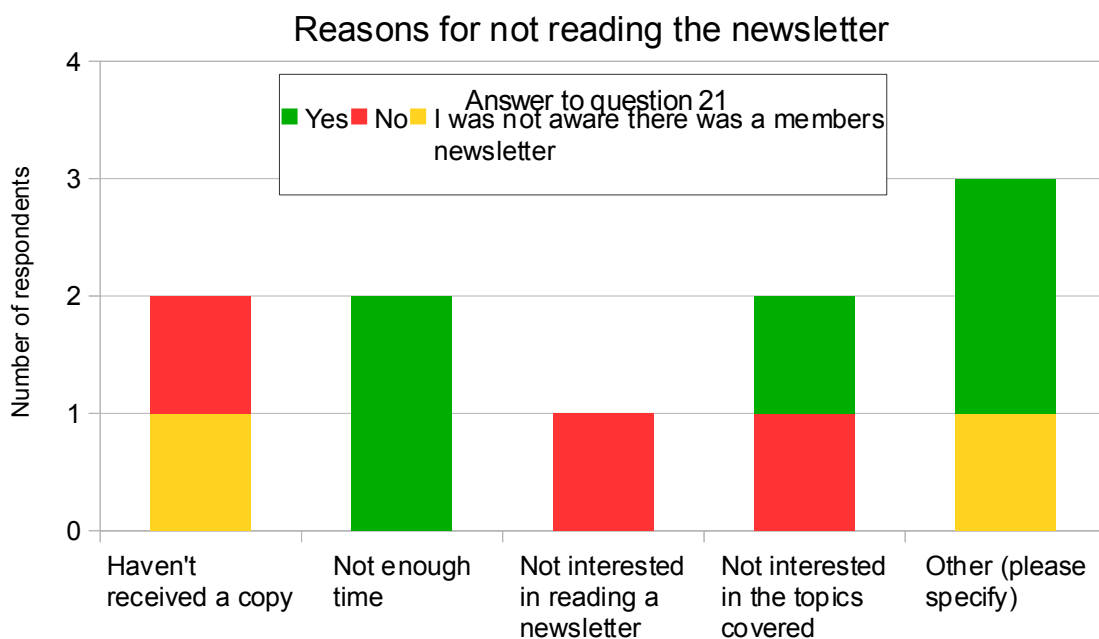
Respondents agreeing or disagreeing with statements



- This chart shows that respondents broadly agree with all the statements, with the informative content getting the most strongly positive reaction including being the only statement not to receive any strong disagreement.
- More contributions directly from members would probably be appreciated.
- The two comments related to the content of the newsletter were:
  - “I'm quite short of time, and I'm not interested enough to find out about the workings of WMUK. I'm a contributor not a participant at the moment, sadly.”
  - “I've used information from the newsletter as the basis for blog posts.”

**23. Why not?**

- This question was intended to be asked only to those who answered “no” to question 21. As there were 10 responses (including comments) to this question but an intended audience of just 3 it is clear this did not work. This confused people and so should in future be worded along the lines of “If you do not or have not read the newsletter, why is this?”
  - All three “Other” responses were an indication that the question was not understood.
- Respondents were asked to tick all the options that apply to them, although none chose more than one option, including “Other”



- This indicates that most people are receiving the newsletter, and that only two are not interested in the topics.

**24. Would you like the newsletter emailed to a different address?**

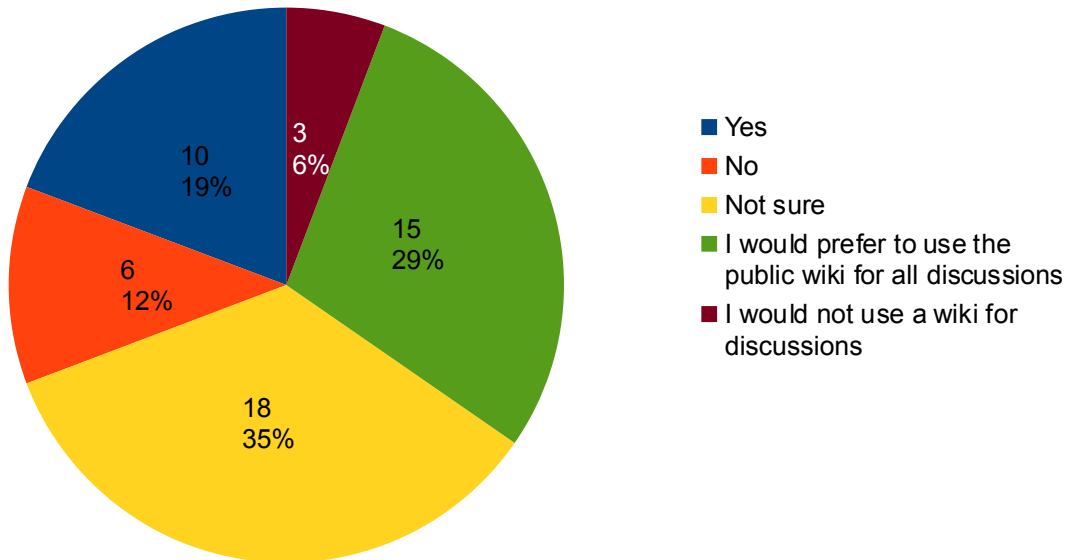
- 3 members provided an alternate email address they would like the newsletter sent to.
  - 2 of these were people who indicated they were not aware of the newsletter.

**25. It has been suggested that members may benefit from or prefer a members-only wiki, to discuss internal issues or concerns. Would you use this if it was available?**

- 52 members answered this question.
- The chart (on the next page) shows that there is no strong consensus of opinion on this matter, but there is no strong desire to move away from the public wiki.
- Four respondents provided additional comments:
  - “I would prefer it if most discussions were in public. I can see how a members only wiki might help in certain situations but splitting over two wikis may be more trouble than it is worth.”
  - “I would rather we just banned the members who make the wiki terrible for the rest of us ”
  - “Internal issues and external/general issues though should have separate venues on the public wiki ”

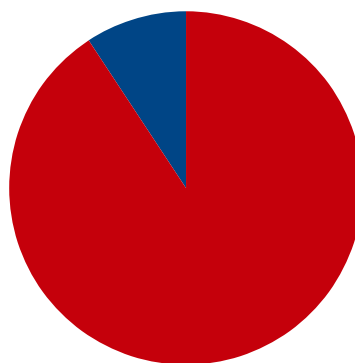
- Note the survey pre-dated the split of the Water cooler along these lines.
- “Yes, but only if it were still viewable by the public (in the fashion of the WMAU public chapter wiki)”

Would members use a private wiki?



**26. Members are entitled to apply for microgrants [sic] of up to £150 to support work that meets the charity's objects. Have you ever applied for a microgrant?**

Have respondents applied for a microgrant?

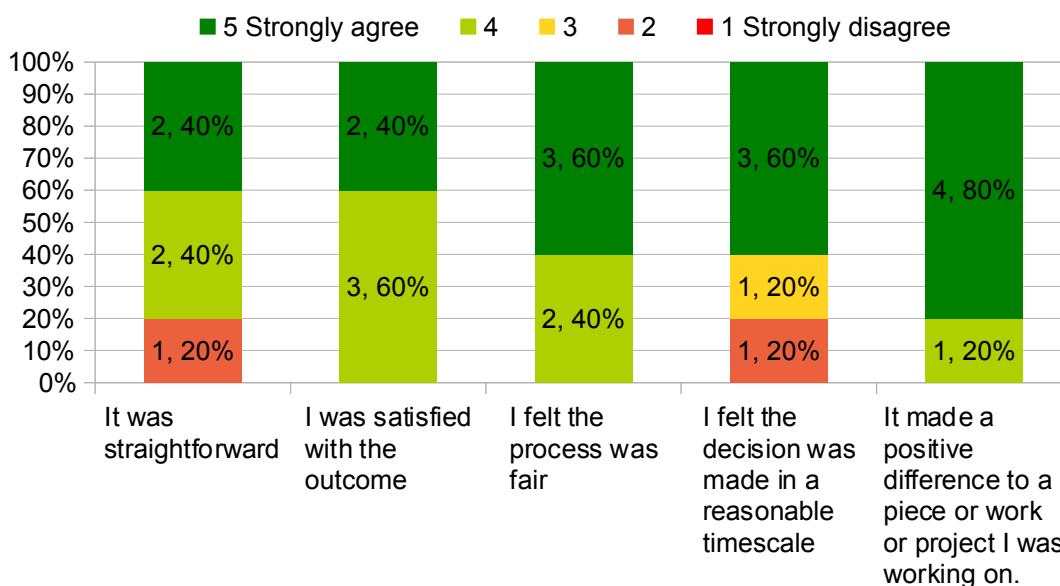


- Of the 54 respondents who answered this question, only 5 (9%) have applied for a grant.
- Five members indicated that applying for a microgrant was (part of) the reason they joined. Only one of these indicated that they had actually applied.

**27. How did you find the experience of applying for a microgrant. Please rate from 1 - 5 the following statements in terms of how much you agree with them (with 1 as strongly disagree and 5 as strongly agree).**

- All 5 respondents who applied for a microgrant answered this question.
- The statements presented were:
  - It was straightforward
  - I was satisfied with the outcome
  - I felt the process was fair
  - I felt the decision was made in a reasonable timescale
  - It made a positive difference to a piece or work or project I was working on.

**Respondents agreeing and disagreeing with each statement**



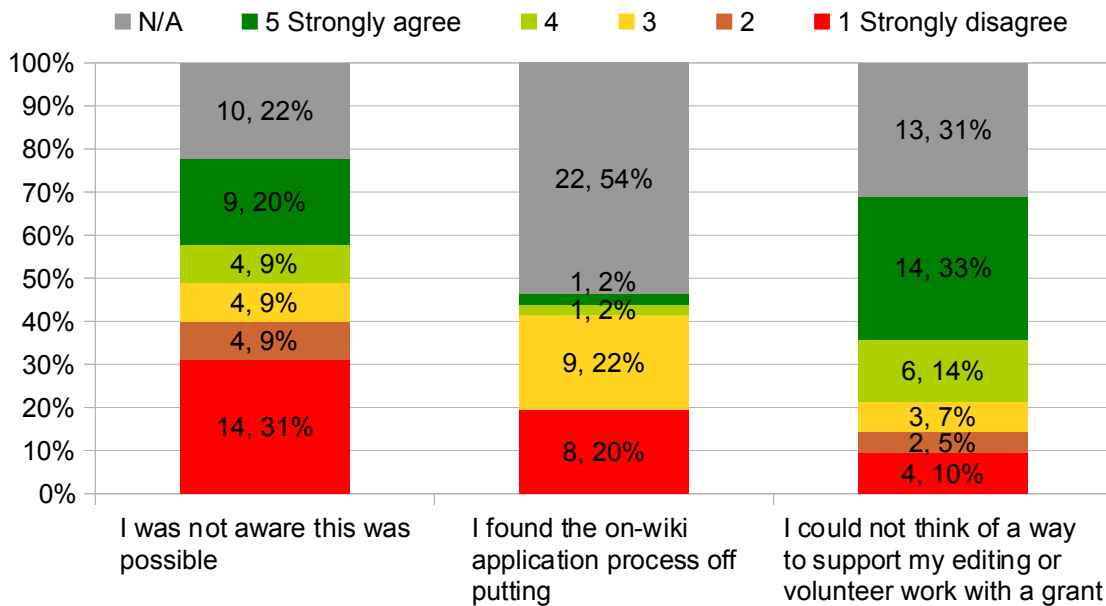
- This is a very small sample so it is not statistically significant, although the numbers of grants applied for is also small. For context, 15 grants were applied for in the 2013-14 financial year (although the survey question did not ask about a specific time period)
- No respondents strongly disagreed with any statement.
- Every respondent agreed or strongly agreed that the process was fair and that the grant made a positive difference. All were also satisfied with the outcome of the grant request.
- One respondent disagreed that the process was straightforward and two respondents were concerned about the timescale.

**28. What were the reasons you did not apply for a microgrant.**

- This question asked respondents to rate their agreement the following statements on the same scale as above, although an “N/A” response was also possible.
  - I was not aware this was possible (45 responses)
  - I found the on-wiki application process off putting (42 responses)
  - I could not think of a way to support my editing or volunteer work with a grant (41 responses)
  - Other (please specify) (5 responses)
- It was intended that this question was only asked to those who answered “no” to question 26, but at least two respondents answered both this and question 27 (intended for only those indicating they had applied).

- The chart shows that the approximately equally largest factors are a lack of awareness of microgrants and being unable to think of a way a grant would support volunteering activities.
  - Perhaps prominently featuring case studies of grant recipients would address both of these factors?
- While 2 respondents found the application process off-putting, 8 disagreed with this and 9 were neutral.

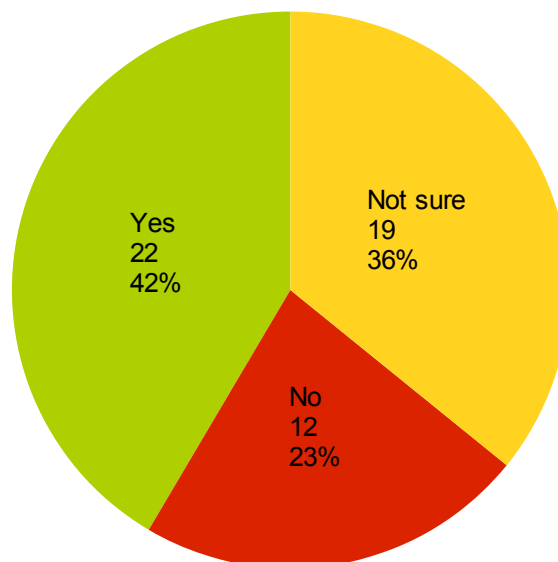
Respondents agreeing and disagreeing with each statement



- Three of the five comments received indicated that the respondent did not need a grant.
- One respondent noted they had attempted to apply but that the form broke. I do not know whether they followed this up.
- The final commenter complained about the typo in question 26.

**29. This is the link to the membership area on the UK Wiki (<http://uk.wikimedia.org/wiki/Membership>). Do you think this has enough information about membership processes and benefits?**

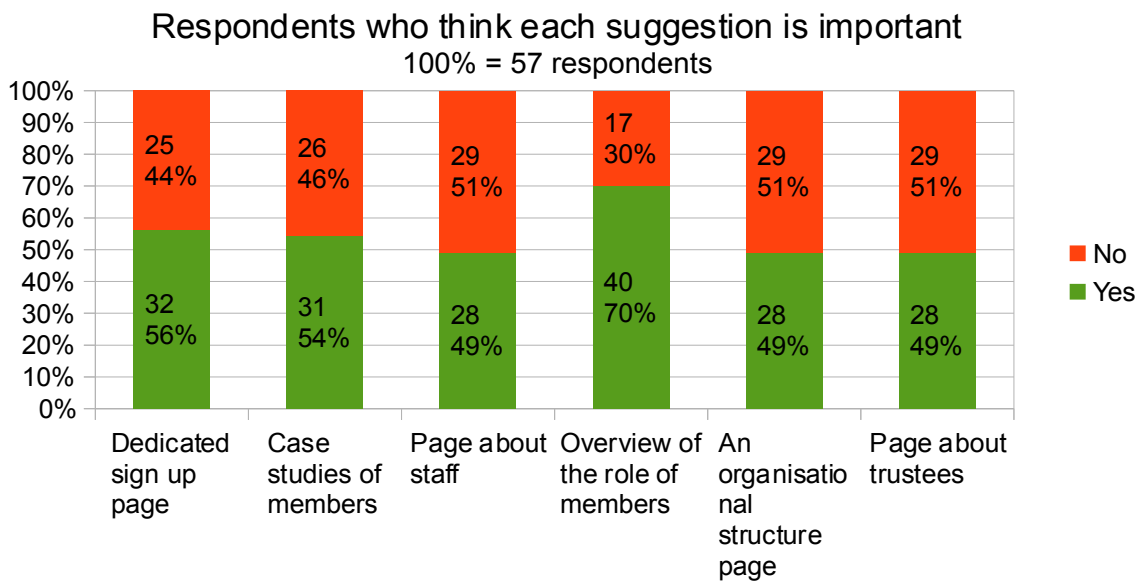
Does the membership page have sufficient information?



- 53 respondents answered this question.
- More people said “yes” than any other option and “no” received the fewest number of respondents. However, all the choices were selected by about one third of respondents so I would not use this as the sole justification for any action (or inaction).

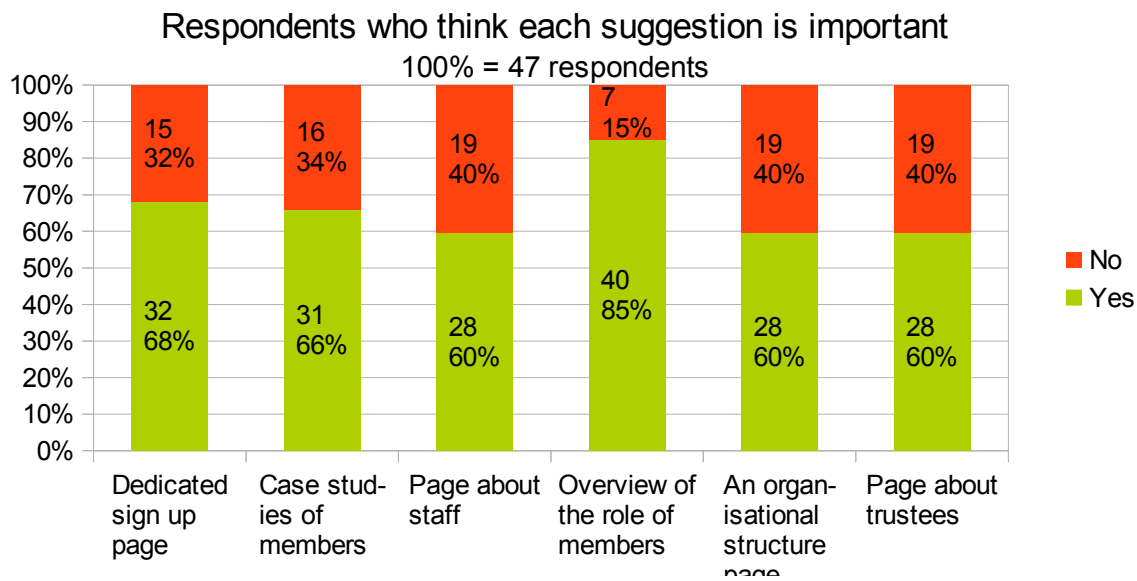
**30. Here are suggested areas for development please select those that you think are important to put in place. Feel free to add additional ideas:**

- The suggestions given were:
  - A dedicated sign up page that clarifies the process for new and renewing members
  - Case studies of members who have benefited from their membership
  - A dedicated page about staff, with biographies and links to their user talk pages on the UK wiki
  - An overview of the role of members, including details of benefits and ways to work within the charity
  - An organisational structure page
  - A dedicated page about trustees, with biographies and links to their user talk pages on the UK wiki
  - All of the above
  - Other (please specify)
- 47 respondents thought at least one of the suggestions were important, 5 also offered



another suggestion.



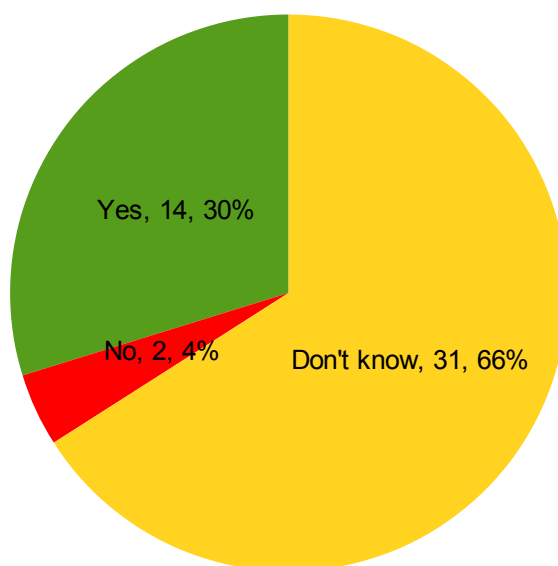


**In the first chart above, I have assumed that all ten of those who did not select any option did not regard any of the suggestions as important, in the second chart I assume that everybody who actively engaged with this question thought at least one suggestion was important.** It is not possible to know which is more accurate.

- Offering a “none of the above” option in future would allow more reliable interpretation.
- All of the values include the responses for those who selected “All of the above”, whichever other options they also ticked.
- Of the suggestions, every single one was supported by at least 60% of those supporting at least one option, but the overview of the role of members got significantly more support. It was also the only one supported by more than 60% of all survey respondents.
- All suggestions are probably worth pursuing, but this survey does not support the spending of significant resources on the pages about staff or trustees nor on the organisational structure page.
- Of the five additional comments and suggestions received, two were about events
  - “Reference to the meetups”
  - “Direct emails inviting me to events.”
    - See also the analysis of question 13 for more thoughts like this.
- Two people commented on a possible wiki page for suggestions:
  - “Do you have areas whereby members can receive technical guidance on the workability of suggested inventions?”
  - “A page that encourages members to contribute ideas - especially ideas about improving membership benefits.”
- The final respondent commented with regards the layout of the front page and about project pages:
  - “The front page should be reorganised to have what WMUK is as the most prominent component with news underneath/to the side. It would also be useful to have easier access to current/historic/proposed projects ideally with a fairly clear structure including what outcomes they will/have achieved. The project pages are also a bit confusing (I know the education one best) and could be developed further.”

### 31. Do you feel Trustees are responsive to members' concerns?

Repondents who feel trustees are responsive



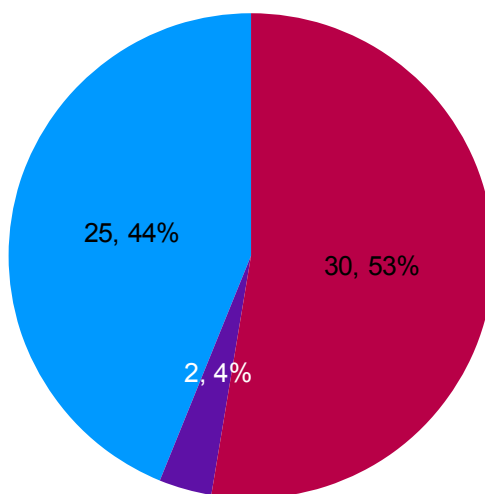
- Of the 47 respondents who answered this question, only 16 had an opinion either way. Of them however only 2 thought the trustees were not responsive.
- Six respondents chose to expand on their answer, including both who answered “no”
- One respondent indicated that they had not been a member long enough to form an opinion
- Two members were broadly positive:
  - “Sort of responsive. They try their best. ”
  - “It depends on the trustee :) The current group seem quite responisve [sic] on the whole though. ”
- One began on a similar note, but gave specifics that were more equivocal
  - “Most of the time they do a good job at most things... but in terms of members concerns... there have been times where the response is along the lines of "we discussed this and decided that its not an issue" and don't really give any impression of understanding the concerns. The recent occasion that comes to mind is the concerns over Alastair McCapra's dual role as WMUK trustee and CEO of CIPR. ”
- One respondent was quite negative
  - “The board has become a lot more aloof since the "Governance Review" ”

### 32. Have you contacted a Trustee before by any of the following methods? (Tick all that apply) Please indicate which methods you have not used, and whether was due to preference or lack of awareness.

- The methods listed were:
  - User Talk page
  - Direct email contact
  - Indirect email contact (via info@wikimedia.org.uk or a member of staff)
  - Discussion pages on UK wiki - particularly for articles on board meetings
  - Contacting Wikimedia UK office via telephone
  - In person at events or volunteer meet ups
  - Other (please specify)

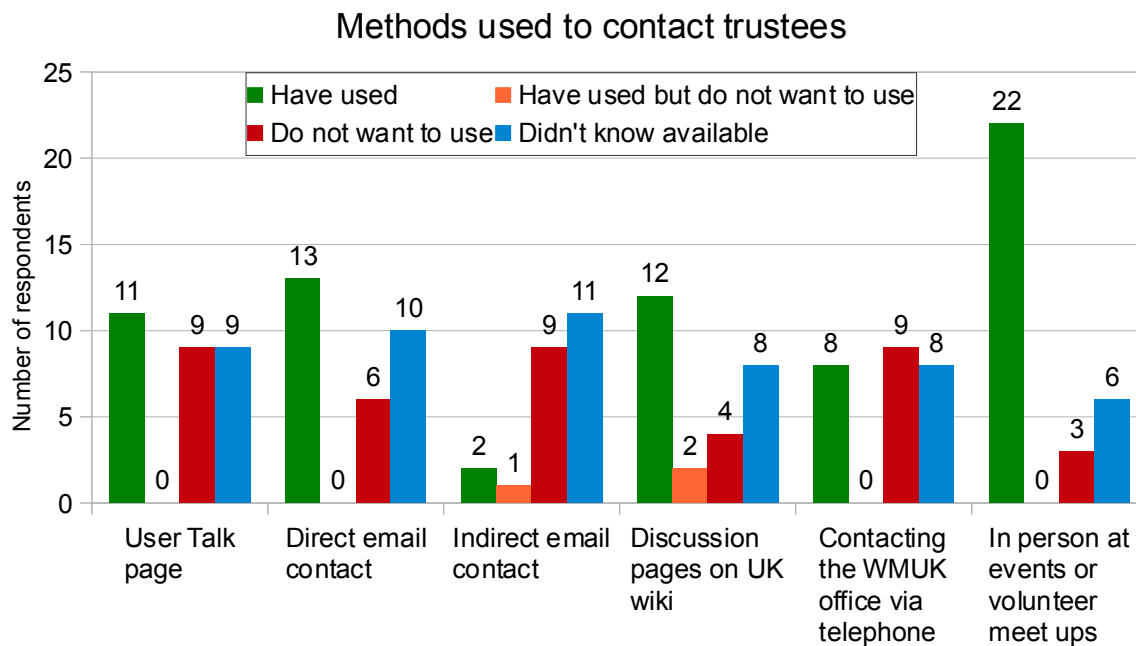
- For each method respondents were asked to choose from the options:
  - Have contacted via (recorded in the results as “Have used”)
  - Preferred not to use (recorded as “Do not want to use ”)
  - Was not aware/Do not know how (recorded as “Didn't know available ”)
- Although all combinations of two or more of the options were possible, only “Have used” and “Do not want to use” were used together (by two respondents). I have interpreted this as “I have used this method, but I would prefer not to use it in future”.
- 38 respondents ticked at least one option, six of them also left comments.
- It is not possible to know whether all the remaining 19 respondents actively considered this question, but for those who did we must assume they are aware of all the contact methods but have not used any of them.
  - Next time, a “Have not used but would use” option would clear this up.

### Respondents who have contacted trustees



■ Via any of these methods ■ Only via another method ■ Not contacted at all

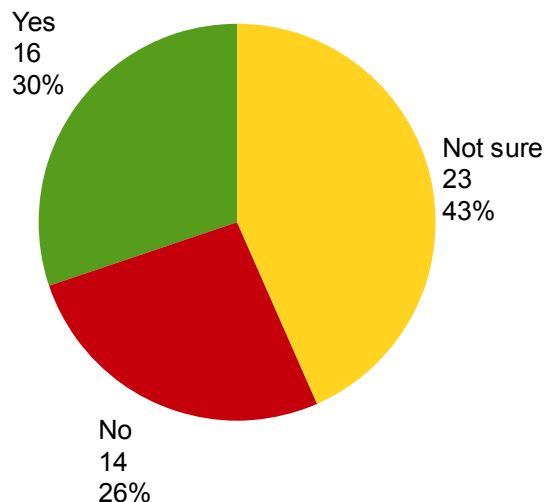
- The chart above assumes that all those who did not actively answer this question have not contacted a trustee.



- Contact in person is significantly the most used method, and also seems to be the most preferred (based on receiving the fewest “do not want to use” responses).
- Other direct methods of contact are more used than the indirect methods, with only three respondents noting having used an indirect email and 10 saying that do not want to use it.
- The figures for “Do not want to use” are fairly even for all the options, except meeting in person which is significantly lower. This probably represents a spread of personal preferences.
- There is a general lack of awareness about contact methods, with 14 respondents not aware of at least one method and 6 saying they were not aware of any.
- Three people used the comments to note other ways they have contacted – IRC, “Facebook/GChat” and board meetings
- One person believes they have contacted a trustee but can't remember the method, suspecting that it was possibly a wiki talk page or via email.
- Two commenters noted that their preferences were not fully captured by the options
  - One stated they “Have as yet not found the need” to contact a trustee
  - The other “Would have used the other methods I was aware of but have only contacted once and in person was sufficient.”

**33. Do you feel you have a clear understanding of the role members play in the organisation of Wikimedia UK?**

Do you feel you have a clear understanding of the role members play?

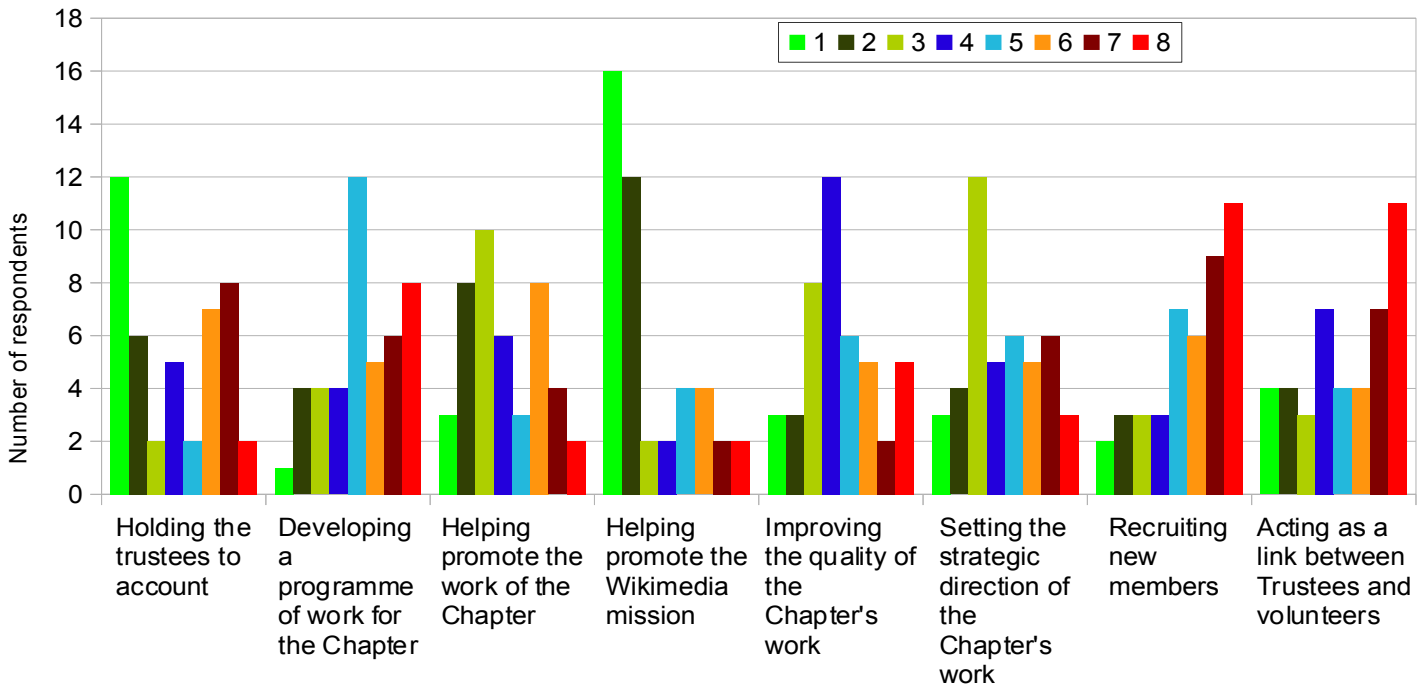


- 53 respondents answered this question.
- Less than a third of members responding felt sure they had a clear understanding of their role in Wikimedia UK. This is something that is worth tracking if increasing membership is seen as important, as members unable to articulate what their role is are not likely to recruit others.

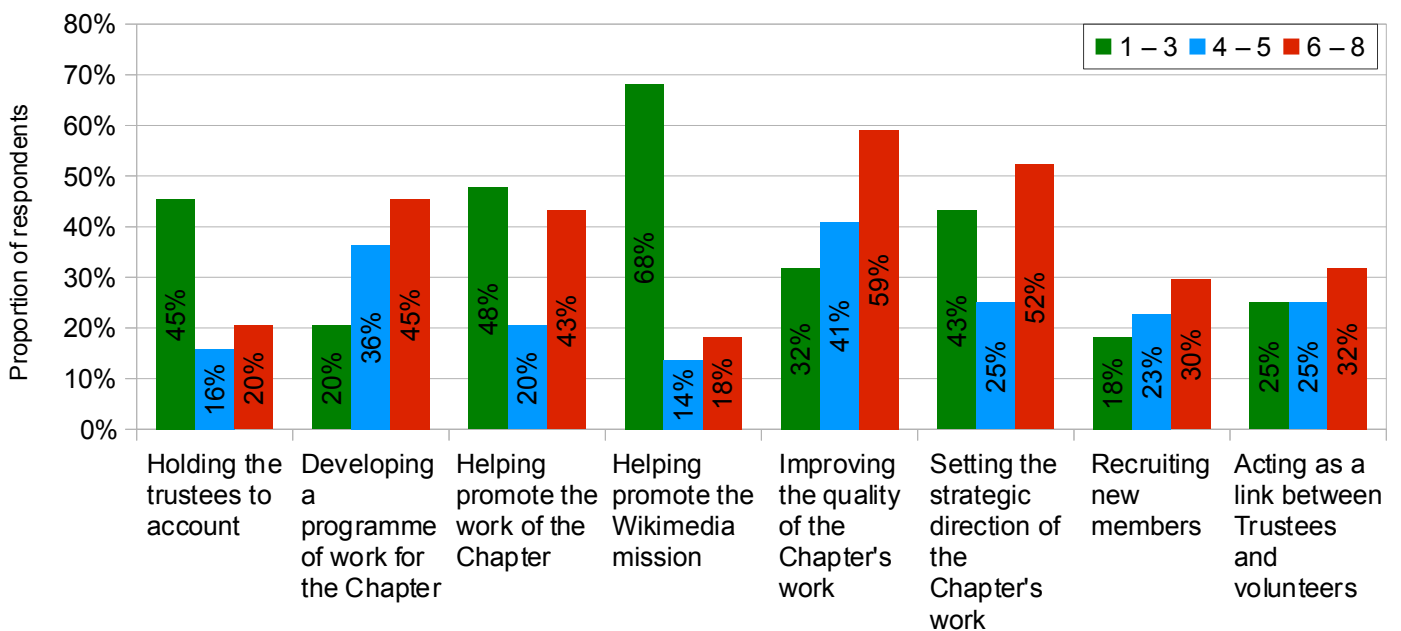
**34. Please rank in order of most relevant the following statements about the role members play in the organisation of Wikimedia UK, with most relevant ranked '1'.**

- Respondents were asked to rank the following 8 statements:
  - Holding the elected board of Trustees to account
  - Developing a programme of work for the Chapter
  - Helping promote the work of the Chapter
  - Helping promote the work the Wikimedia mission
  - Improving the quality of the Chapter's work
  - Setting the strategic direction of the Chapter's work
  - Recruiting new members
  - Acting as a link between the Chapter's board of Trustees and the volunteer community
- 44 people answered this question, all of them ranking all the statements.
- The first chart (on the next page) is comprised from the rankings of all the participants. It is difficult to get much detail from, but helping to promote the Wikimedia mission is clearly seen as the most relevant aspect.
- Recruiting new members and acting as a link between trustees and volunteers appear to be seen as the least important.

### Relevance of statements to the role of members 1 - most important, 8 - least important



### Ranking of each statement's importance

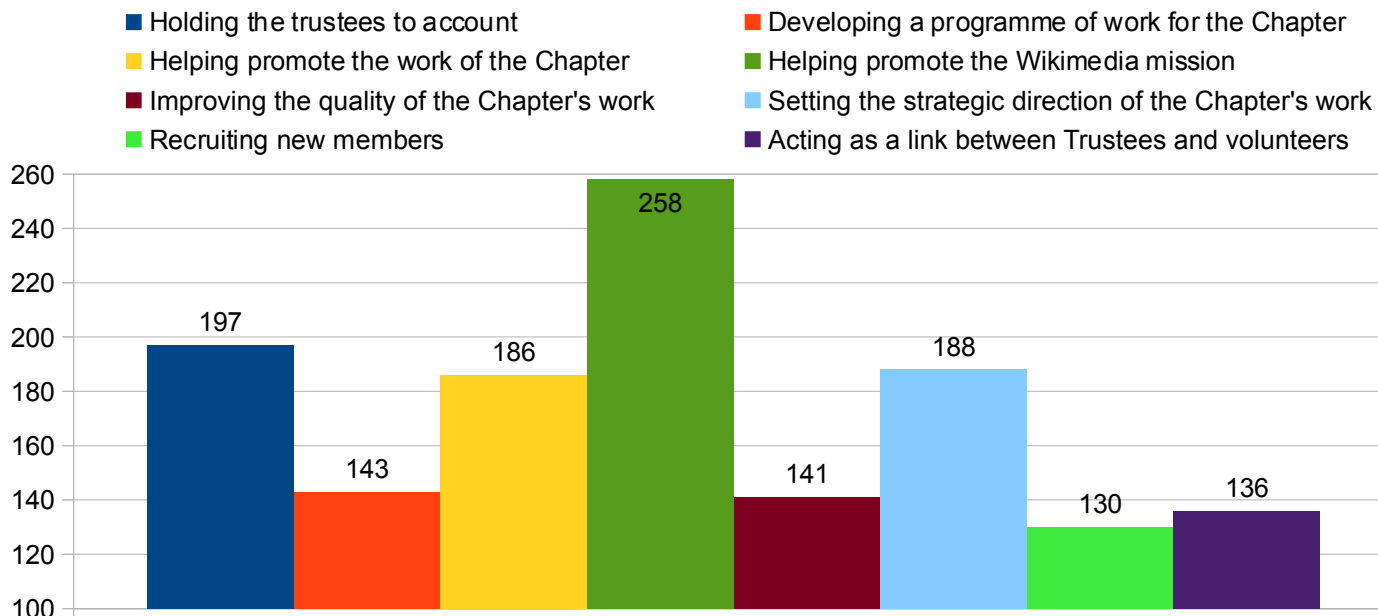


- The second chart groups responses 1-3 (most relevant), 4-5 (neutral) and 6-8 (least relevant).
- It shows clearly that helping promote the Wikimedia mission is seen as the most relevant task, with holding the trustees to account also important.
- Helping promote the work of the chapter is seen as relevant and not relevant by almost equal numbers of respondents.
- Setting the strategic direction of the chapter's work is similarly divided, but tipped slightly towards the negative.
- Improving the quality of the chapter's work is on this measure seen as the least relevant

of the options, but was still seen as relevant by a third of respondents.

- Acting as a link between trustees and volunteers shows a fairly even division among members.
- Recruiting new members appears fairly even on this chart, but on the first chart is more clearly held to be less relevant.

### Weighted votes of relevance

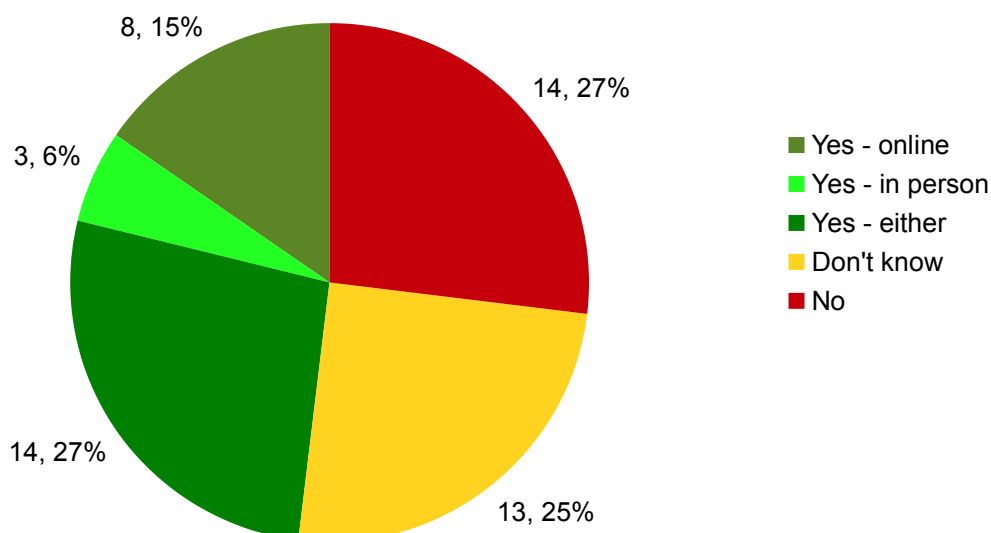


- This chart assigns a single numerical value to each statement.
  - Each ranking of 1 (most relevant) is allocated 8 votes, each ranking of 2 gets 7 votes, etc. down to 1 vote for each ranking of 1 (least relevant).
  - Note that the vertical axis has been abbreviated to emphasise the differences – the range is 128 points out of a theoretical 308 (44 to 352)
- This again shows that helping to promote the Wikipedia mission is regarded as the most relevant aspect of members' roles.
- Holding the trustees to account is viewed as the second most relevant
- Helping promote the work of the chapter and setting the strategic direction of the chapters work show little difference between them as about equal third place.
- Recruiting new members is regarded as the least relevant on this measure, but not by a significant amount from acting as a link between trustees and volunteers.

**35. Would you be interested in participating in a members workshop or workshops (online or offline) themed around policy and governance aimed at ensuring more members are engaged with the executive leadership and oversight of the Chapter?**

- 44 respondents answered this question, choosing from the following options:
  - Yes - online
  - Yes - in person
  - Yes - either
  - Don't know
  - No
- 48% of the respondents were interested in a workshop in some form, with most (56%) of those happy with either format. Two thirds of those with a preference would opt for an online workshop.
- The “don't know” and “no” options were essentially equally popular, with a 14 and 13 responses each (27% and 25%).

Members who would be interested in workshops themed around membership and governance



**36. Do you have any other comments you would like to make about Wikimedia UK or its activities?**

- This question made it clear that responses were associated with the email address used for the survey and that anonymous comments were possible in part 2 of the survey (which is not analysed in this document).
- Six members took the opportunity to leave comments; three were about not having the time or interest to become actively involved:
  - “I am more of a user, I became a member to subscribe only, therefore the workings of the organisation does not interest me. However I think Wikimedia is superb, and I will continue to support it.”
  - “I have used Wikipedia so many times that I would like to give something back in addition to money subscriptions but I simply can't find the time as a self-employed person. ”
  - “I am glad to use the Wiki information I find on the web and want to support the work but am too old to be actively [sic] involved. ”
- One contained a practical suggestion for how to get people more actively involved:



- “A list of things members can do (like the photograph a monument event) to help the foundation”
- The final two were about the survey itself:
  - “I feel that this questionnaire should be raised annually, by which time new members might have some idea of what you are talking about ”
    - This is indeed the plan.
  - “This questionnaire is poorly designed, so I didn't answer some of the questions . ”
    - Unfortunately no details were given as to how it could be improved.