

3. The Wikipedia Library



Activities focus on supporting content growth through different segments of users

*Spectrum of
on-wiki volunteers*



Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific enablement of super-users

Learning & Evaluation
Informing data-driven decisions for movement leaders

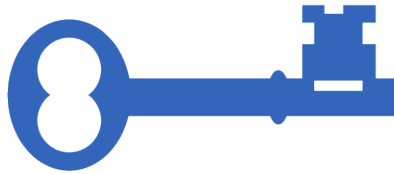
Growth of a library



Wikipedia Community



WMF Individual Engagement Grant



WMF Program

Trajectory: From the Community to Community Growth

IEG: supported an experimental community project

- build capacity and organization
- define specific support roles
- encourage higher-impact outreach
- focus on access

WMF: mentor and scale the program

- streamline and document processes
- onboard and training volunteers
- harness momentum to attract more partners
- lay foundation to build globally

Community Growth: cultivate global network

- support local language satellites
- respond to local needs with local leadership
- provide training, metrics and analysis, organizational expertise

Support super-users globally with access partnerships

Expand Quality
Content

**Superusers are prolific
creators of good content**

Examples:

- * JSTOR, Oxford University Press, BMJ, Elsevier
- * 37% increase in citations to partners
- * JSTOR provides access to Persian Wikipedians
- * Visiting Scholar Wehwalt creates 14 FAs

Grow Healthy
Communities

**Volunteer coordinators
manage local projects**

Examples:

- * Arabic book pilot
- * Chinese open resources catalogue
- * German De Gruyter signups
- * Chapter and WIR initiated partnerships

Empower
Communities'
Capacities and
Competencies

**Support and mentorship
increase global capacity**

Examples:

- * Satellite setup guide
- * Initiative process pages
- * Centralized metrics
- * Successful partner pitches
- * Blogs and social media

Q2 goals and status

Objective	Measure of success	ETA	Status	Notes
High-touch focus on major journal partners	<ul style="list-style-type: none"> * Add 5 major partners * Add a non-English partner * 19 total partners 	Jan 2014	✓ Done	Grew from 14 to 24 partners Elsevier, MIT Press, +JSTOR, +OUP De Gruyter English-German resource
Open global satellites to any community	<ul style="list-style-type: none"> * Add 3 new global branches * Same day global signups 	Jan 2015	In progress	Added German branch Recruited 20+ global coordinators, Created Setup guide Same day signups achieved
Train volunteers to process and manage signups	<ul style="list-style-type: none"> * 5 new coordinators 	Jan 2015	✓ Done	8 new coordinators Process pages & defined roles
Develop reference tech	<ul style="list-style-type: none"> * WikipedPLA extension * Library Card Platform spec * Linkypedia 2.0 spec 	Jan 2015	✓ Done	WikipedPLA chrome extension Specped library card platform Specped Linkypedia 2.0
Outreach through presentations	<ul style="list-style-type: none"> * Present at 5 major conferences 	Jan 2015	✓ Done	Presented at CNI, Charleston, ALA, MARAC, NY Metro, and OCLC

Metrics: The Wikipedia Library

Metric Totals (as of)	IEG 1 (Dec 2013)	IEG2 (July 2014)	WMF 1 (Jan 2015)	WMF 2 (Aug 2015)
<i>Accounts issued</i>	1918	2917	3725	5250
<i>Unique users</i>	1134	1627	2021	2500
<i>Partners</i>	5	14	24	35
<i>Donation value</i>	\$570k	\$1.4 mil	\$2.8 mil	\$4 mil
<i>Global Branches</i>	0	2	3	15
<i>Volunteer coordinators</i>	2	2	9	25
<i>Staff (full-time equiv.)</i>	1.25	1.5	2	2.25
<i>Increased links to partners</i>	n/a	n/a	14,840 (avg +37%)	20,000 (avg + 40%)



The Wikipedia Library's Research Partners



THE ROYAL SOCIETY



What we learned: Wikipedia Library

- High-touch outreach matters and outreach has scale effects
- We don't know how links are used or what resources communities have
- Global growth requires local advocates and consultation
- Specific roles and documentation permit delegation
- Scale is limited by manual processes without technical leverage
- Librarians and universities are surprisingly willing allies
- We're lacking GLAM and Open Access capacity despite demand

What's next for Q3 and Q4

Objective	Measure of success	ETA	Approach
Add major partners (including non-English) and extend reach	<ul style="list-style-type: none"> * Add 5 major partners * Add 5 non-English partners * 1500 users, 500 new users 	Aug 2015	Use refined pitch material More editors contacting partners Leverage partners in network
Start global satellite rollout	<ul style="list-style-type: none"> * Add 10 new global branches 	Aug 2015	Start with interested communities Customize and refine to local needs Focus: Arabic, Spanish, Telugu
Train volunteers to run own branches	<ul style="list-style-type: none"> * Onboard 15 global coordinators * Outreach, Comm, Technical coord 	Aug 2015	Use satellite setup guide Provide metrics support
Develop reference tech	<ul style="list-style-type: none"> * Echo notifications built * Library Card Platform reviewed * Linkypedia 2.0 team funded 	Aug 2015	Tell users they are eligible Solicit feedback from WMF tech Connect with GLAM tools
Extend our network of influence	<ul style="list-style-type: none"> * Present at 5 major conferences * GLAM, University, and OA coords * 5 new visiting scholars 	Aug 2015	WikiConfUSA, Wikimania, ALA University Library outreach guide OCLC partnership