

Introduction to the Community Annual Plan 2023

Our annual plan for Community Programmes continues to have **four** main directions:

- *Community Health,*
- *Community Building,*
- *Community Recruitment and Outreach, and*
- *International Collaboration.*

In 2023, the community programme will continue with its regular activities, but will reorganise itself focusing even more on community needs and community focused projects. The newly hired staff in autumn 2022 in the role of “Community Lead for Switzerland 80%” and the new “Community Manager 40%” for the Italian-speaking area will become fully operative throughout 2023. This will allow for a robust community strategy to be drafted, based on real needs and necessities as well as encompassing the right measures and quality for its implementation. What is more, the COVID restrictions stressed the point that online activities are important and have sometimes more value than offline activities. Looking at these results, Wikimedia CH will work on improving its online projects and identifying its existing online community.

Main activities 2023:

Community health

- Offline activities (like New Year’s brunch)
- Microgrants and grants
- Scholarships

Community building

- Support to projects focused on diversity
- Support to projects on most relevant and discussed topics

Community recruitment

- Support to Wikicons
- Competitions and contests
- Wiki-excursions
- Collaboration with other affiliates

Metrics

Metric	Planned outcome (target)	Explanation
<i>Total # of participants</i>	<i>1 000</i>	<i>As per 2022</i>
<i># of new editors</i>	<i>100</i>	<i>As per 2022</i>
<i>#number of content pages created or improved</i>	<i>20 000</i>	<i>As per 2022</i>
<i>Content reused by other Wikimedia projects</i>	<i>5 000</i>	<i>As per 2022</i>
<i># of people reached in CH</i>	<i>500 000</i>	<i>As per 2022</i>