

GLAM projects | museums

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	REAL ACTIONS / TARGET ACHIEVED Q2	EXPECTED OUTPUT / OUTCOME 2016
STRATEGIC RELATIONS	Develop relationships with representative bodies of museums (museum associations)	a) Sign an agreement with ICOM	1. Agreement signed 2. ICOM initiatives in order to support GLAM projects	1. Agreement signed by the month of March 2015 2. Definition of joint actions by April	SIGNED	
		b) Sign an agreement with Museimpresa	Agreement signed	Agreement signed within the month of June 2015		
		c) Organize conferences / meetings presenting Wikimedia initiatives to ICOM / Museimpresa members	1. Number of conferences 2. Number of conference participants	1. At least one per institution 2. At least 15 participants	- Participation in the annual conference of Museimpresa (June 2015) and in the Stelline Conference together with ICOM ANTICIPATED - Letter sent to 20 new directors of the major museums in Italy, followed by personal meetings at Uffizi Museum (Florence) and Brera Pinacoteca (Milan) ADDED	
PROJECTS	Develop relationships with special museums	a) Museo Galileo	Number of uploads on	At least 100 images by the month of September	the project is starting in February 2016 thanks	

	for ad hoc projects		Commons	2015	to the WIR project POSTPONED TO 2016	
		b) "Month of training on museums"	Number of ICOM museum adhering	At least 3 ICOM museums participating after 1 month from conference presentation	POSTPONED TO 2016	At least 3 ICOM museums participating after 1 month from conference presentation
		c) "Month of training on corporate museums"	Number of corporate museums adhering	At least 3 corporate museums participating within 1 month from conference presentation	POSTPONED TO 2016	At least 3 corporate museums participating within 1 month from conference presentation
						Agreement signed with "The Food Museum" on the 15th of November ADDED
					Agreement with Touring Club and WW1: release of images of women during the World War 1 from the collection of Touring Club archive. ADDED	
RECRUITMENT VIA WIKIPEDIA	Recruitment campaign for Wikipedians who then become Wikimedians	Wikipedia campaign	Number of new GLAM operators	10 people	15 regional and thematic coordinators of volunteers have been appointed (see organogram).	10 people

					ACHIEVED	
STEADY COLLABORATION WITH MUSEUMS	Wikipedians in Residence	Encourage of public/private museums, ICOM museums / Museimpresa corporate museums to host Wikipedians in Residence and share their cultural heritage on Commons	1. Number of institutions hosting a resident Wikipedian 2. Encyclopaedic value 3. Ability to effectively use these results in other Wiki projects 4. Number of images per institution	1. At least 2 in 2015 4. At least 100 images from public museums/at least 20 from a private museum at least one museum	POSTPONED TO FEBRUARY 2016	1. At least 2 in 2016 4. At least 100 images from a public museum/ at least 20 from a private museum at least one museum
	Wikipedians in Residence	Scholarship for Wikipedians to be included in the staff of Museums with significant iconographic material to share	Number of scholarships	1 scholarship by December 2015	POSTPONED TO FEBRUARY 2016	1 scholarship by June 2016
PROMOTION / MARKETING	Strategic events	Participation in an ICOM conference (International Council of Museums)	1. Speech within the conference (institutional presence alongside ICOM Italy)			1. At least one speech
						1 seminar in Ravenna on the 17th of October (10 participants) ADDED
COMMUNICATION	Relations with the press	1. Press releases for major initiatives 2. Social networking	1. Press releases	1. For the most relevant initiatives	- Occuring in February announcement of the WIRs and on participation of the ICOM conference in July 2016. - 1 article by the Executive Director on	1. For the most relevant initiatives

					the ICOM magazine (Museinforma) on December 2015	
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ACHIEVED