



Monthly Report, October 2021

Highlights

- Six Wiki Education staff presented at WikiConference North America, sharing the work we've done over the last year and what we've learned from it. All of our sessions were well received, and it was a great opportunity to connect with our North American community.
- Our fourth Smithsonian Wiki Scholars course has wrapped up — and it was a memorable one! In addition to creating nine new articles, this group edited another 44, contributing just a shade under 400 references to their articles. One article achieved "Good Article" status, one of the highest tiers of quality articles on Wikipedia.
- In October, our design refresh for our website wikiedu.org went into full swing, with prototype designs for a new homepage and other key pages nearing their final form. We hope to roll out the new theme by the end of 2021.

Programs

Six Wiki Education staff presented at WikiConference North America, sharing the work we've done over the last year and what we've learned from it. All of our sessions were well received, and it was a great opportunity to connect with our North American community.

Wikidata Program Manager Will Kent and Chief Programs Officer LiAnna Davis also presented at the virtual WikidataCon at the end of the month. Will and LiAnna, along with Shani Evenstein Sigalov, also served as co-curators of the Education & Science Track at WikidataCon.

Wikipedia Student Program

Fall 2021 in numbers:

- 328 Wiki Education supported courses were in progress.
- 5,597 students were enrolled on the Dashboard.
- Students added 905,000 words and 9,470 references to Wikipedia, edited 2,870 articles, and created 94 new entries.



Performance at a glance: With 328 courses in progress, we are exceeding our goal of 300 for the term.

In October, our [Fall 2021](#) cohort of students were busy beginning to gather their sources and draft their contributions. Many began to move their work into the article main space with almost 1 million words added to Wikipedia.

October was also a busy month for Senior Program Manager, Wikipedia Student Program Helaine Blumenthal. We began to accept applications for our Spring 2022 term, and Helaine gave talks at two conferences (WikiConference North America and Creative Commons Global Summit). At the CC Global Summit, Helaine presented along side three of our Student Program faculty, Delia Steverson of the University of Florida, Helen Choi of the University of Southern California, and Heather Sharky of the University of Pennsylvania. Together they discussed the impact of the Wikipedia assignment on students and instructors alike. Throughout the month of October, Helaine also held weekly office hours where instructors running Wikipedia assignments in Fall 2021 can ask questions about their project or simply interact with others in the program. Office hours will continue until the end of the term.

Scholars & Scientists Program

Courses in progress:

- [Smithsonian-4 Wiki Scholars](#): Our fourth Smithsonian Wiki Scholars course has wrapped up — and it was a memorable one! In addition to creating nine new articles, this group edited another 44, contributing just a shade under 400 references to their articles. To see some of their excellent work, look no further than the article for [Estelle Peck Ishigo](#), an artist from Oakland, California. Can you name anyone who has been struck by a meteorite (and survived)? After reading the article for [Ann Elizabeth Fowler Hodges](#), you can say that you do! Finally, we're pleased at the improvements to the [Anne Burlak](#) article...and the Wikipedia community was impressed too. It is now a [Good Article](#), one of the highest tiers of quality articles on Wikipedia.

- [NSPN-3 Wiki Scientists](#): Our third NSPN Wiki Scientists course has come to an end. We're also very pleased with the results of this course. Courses like this highlight the outsized impact subject area experts can have on an article. Take a look at the [Ethics section of the Neurology article](#) to see some of this impact. Similarly, the section on [plastic pollutants](#) was missing from the Ocean Governance article before one of our participants added it. We're thrilled with the changes they made to the 39 articles they edited and the ~13,000 words they added to Wikipedia in six short weeks.
- [October Wikidata Institute](#): We're thrilled to start a new Wikidata Institute with six new participants, representing different libraries, museums and our first academic database provider – JSTOR. As always, we're looking forward to diving into many linked data concepts seeing what kind of impact these participants will have on Wikidata. Visit the link above to see their good work!
- [500 Women Wiki Scientists](#): We're starting our fourth round of a 500 Women Wiki Scientists course. As with the other courses, these participants will be looking to improve articles or create new articles about women scientists. We're looking forward to seeing which articles these nineteen new editors will select, improve, and share with the world!

Advancement

Partnerships & Sales

This month, the team had the chance to attend WikiConference North America, including presenting in two talks. Director of Partnerships Jami Mathewson presented alongside the Programs Team to share an overview of our [experience bringing experts to Wikipedia to improve content related to COVID-19](#) and to share [insights about Wikipedia from new editors](#) who have completed our participant surveys. This conference is always an excellent opportunity to connect with the regional community in North America, and we're grateful for the opportunity to participate virtually this year.

We launched our fourth Wiki Scientists course in partnership with 500 Women Scientists, and we published [an overview of the successes and impacts to date](#). We look forward to seeing additional biographies of women scientists from the current cohort of scientists participating in the course!

October was a productive month for Nanette, the Director of Sales. She discovered that utilizing her research skills to locate organizations, associations, and societies has been extremely useful. Furthermore, she used LinkedIn to connect and send messages to potential prospects.

As a result, she met with Matthew Rantanen, the Director of Computer Technology for the Southern California Tribal Chairmen's Association. This organization works with

multiple Native American tribes and has had a project with Google. Second, she talked with Michael Idriss, an African American Interpretive Fellow, at the Museum of the American Revolution. Third, she discussed with Glenda Smiley, the Program Director at the African American Policy Forum, and lastly, Sherry Antoine Executive Director at AfroCrowd regarding course topics. The meeting with Glenda Smiley at AAPF garnered two proposals. At the time of this report, Matthew and Glenda are still working on getting approval from their organizations.

Fundraising

Kathleen and Frank met with Jon Cawthorne to further discuss the GWLA funding opportunity. Frank and Will created a proposal document with funding options. Kathleen, Frank, and LiAnna had a Zoom meeting with a fundraising prospect and scheduled another one with a previous institutional prospect. Kathleen secured a \$10K major gift from an individual major donor. The fundraising team, including sales, had a fruitful first pipeline-building roundtable. Kathleen reviewed final edits of the Case for Support document that is now finalized and printed. She also had a meeting with new Advisory Board member, Todd Siegel, where fundraising initiatives and needs were discussed. Kathleen has moved Wiki Education to a new online donation platform called Give Lively. This platform does not charge a service fee, so the organization can keep more of each online donation. Using iWave, she finalized a list of 500 wealthy and philanthropic individuals in Maryland, Virginia, and DC and created a two-page solicitation letter. Kathleen, LiAnna, Frank, and a few others from the team learned the results of a PCORI grant that linked to Wiki Education's online resources. This is a potential prospect for us. Kathleen began outlining the needs to execute a Giving Tuesday solicitation. She added 20+ new foundation prospects to Salesforce. Kathleen has continued to meet with Common Voyage each week to receive trainings and update Salesforce for fundraising.

LiAnna spent much of October preparing the Wikimedia Foundation grant proposal, submitted via a new online tool called Fluxx and then [copied to Meta](#), where it is open for community review. New this year is regional committees who will be providing input on our proposal. LiAnna also had the opportunity to meet with the U.S. and Canada committee one Sunday in October, where she shared her perspective on Wiki Education's work, how funding from the Wikimedia Foundation helps that, and how the Foundation and regional committee could help support our work in the future.

Communications

Blog posts:

- <https://wikiedu.org/blog/2021/10/04/seeing-linked-data-in-action/> (October 4)
- [Setting priorities for Programs & Events Dashboard](#) (October 6)
- [Welcoming Lorraine Hariton to Wiki Education's Advisory Board](#) (October 7)
- [Join us at WikiConference North America!](#) (October 7)
- [Communicating physics through Wikipedia](#) (October 11)
- [How 500 Women Wiki Scientists are working to change the face of science](#) (October 12)
- [Improving Wikipedia's biographies of underrepresented physicists](#) (October 14)
- [The Wiki Education Wow Moments](#) (October 18)
- ["Fly, little item, and be useful to someone!"](#) (October 20)
- [Wikipedia as science communication](#) (October 22)
- [Wikipedia in a first-year writing course](#) (October 25)
- [An expert edits Wikipedia's War on Terror article](#) (October 26)
- [Next week: Virtual talk on how to teach with Wikipedia](#) (October 27)
- [Wikipedia and the Representation of Reality](#) (October 28); reprinted in the [Wikipedia Signpost](#)
- [Join us at WikidataCon!](#) (October 29)

Technology

In October, our design refresh for wikiedu.org went into full swing, with prototype designs for a new wikiedu.org homepage and other key pages nearing their final form. We hope to roll out the new theme by the end of 2021.

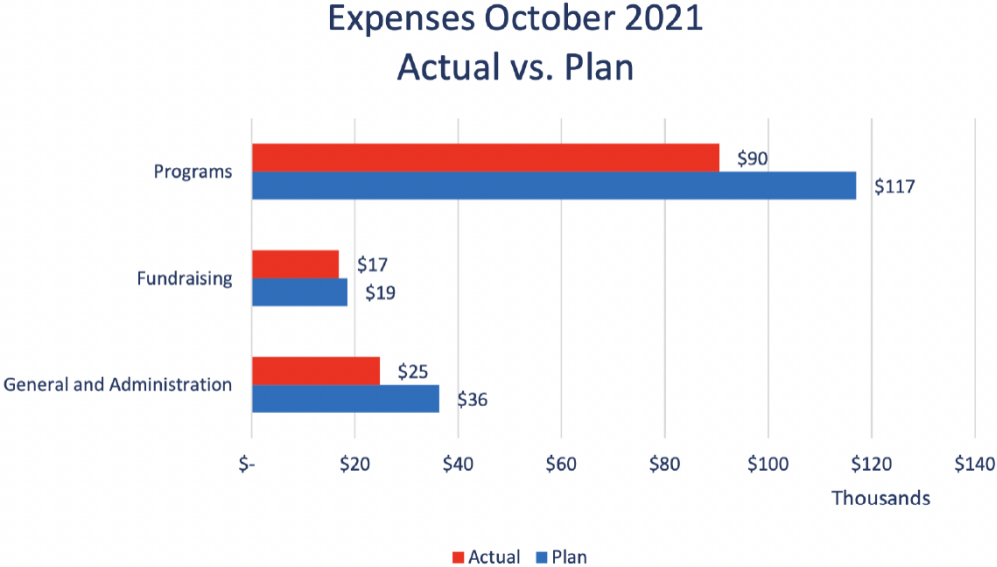
After a period of initial exploration with infrastructure consultants DTScript, we mutually decided it wasn't the right fit for the technical work we need. Chief Technology Officer Sage Ross will focus on this work in November and December, to pave the way for testing out Dashboards-as-a-Service in 2022.

This month saw the first contributions from a pair of prospective Outreachy interns, including improvements to the Dashboard's page titles, streamlining of the UI for choosing the wiki for an article, and improvements to how the Timeline displays the course's meeting dates each week.

Sage also made improvements to how the Dashboard handles article title changes, and added several features to make Dashboard administrative task for each new term easier.

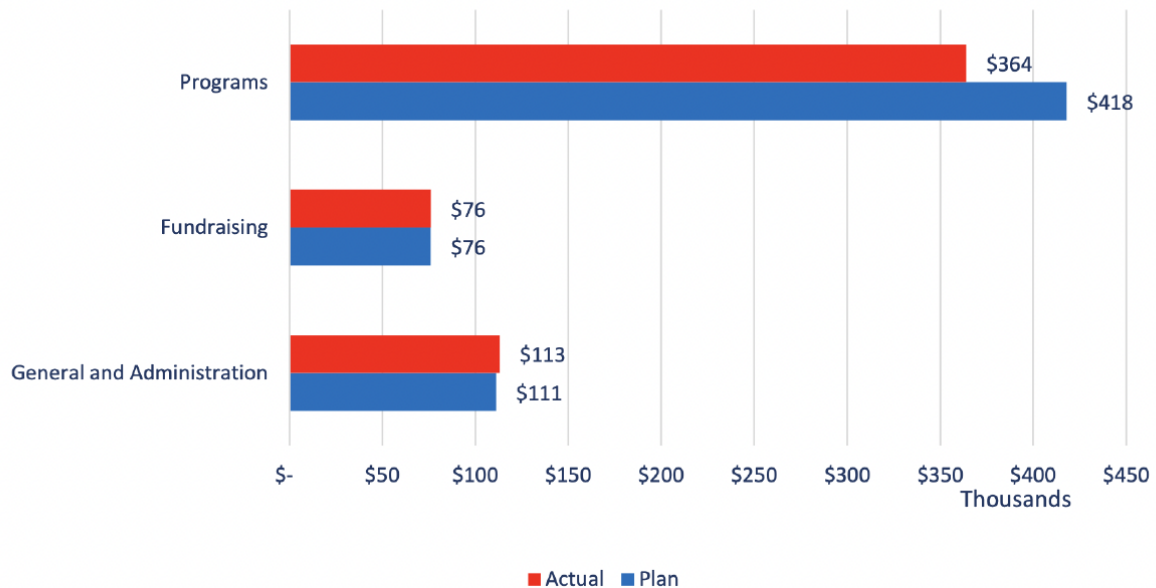
Finance & Administration

The total expenditures for the month of October were \$132K, (\$40K) under the budget of \$172K. Fundraising was under by (\$2K), of which was under (\$3K) in Consulting Fees while over +\$1K in Marketing. General & Administrative were under (\$11K) from a combination of being under (\$6K) in Audit Fees, (\$6K) in Equipment Expenses while over +\$1K in Software. Programs were under (\$27K) due to being under (\$4K) in Payroll and (\$23K) in Consulting Services.



The Year-to-date expenses were \$553K, (\$52K) under the budget of \$605K. Fundraising was on budget. General & Administrative were over +\$2K with a combination of being over +\$7K in Rent, +\$9K Direct Administrative Costs, +\$4K in Payroll Expenses while under (\$9K) in Professional Fees, (\$5K) in Equipment and (\$4K) in Indirect Costs. Programs were under (\$54K), under (\$16K) in Payroll, (\$33K) in Consulting Services, (\$5K) in Travel, (\$6K) in Communications, while over +\$2K in Direct Expenses +\$4K in Indirect Expenses.

Year to Date Expenses October 2021 Actual vs. Plan



Office of the ED

Current priorities:

- Supporting the Advancement Team

As part of his efforts to support the Advancement Team, Frank prepared two proposals in October. The first one, targeted at US-based research libraries, aims at taking Wiki Education's work in the "Teaching Wikidata" space to the next level. The partnership opportunities outlined in this document envision a world where information and data science students increase their linked open data literacy by interacting with Wikidata, and where the visibility of libraries' special collections gets elevated while linking them to other data sets. The second proposal titled "Taking ownership of Wikipedia – sharing knowledge about the cultural and historic heritage of native peoples with a large audience" is targeted at tribally-operated museums. In this project, instead of having Wikipedia articles about individual tribes, tribal territories, indigenous languages, pre-colonial history, and the devastating effects of European colonialism on native peoples being written by Wikipedia's current – mostly white – editors, native peoples will have the opportunity to take ownership of Wikipedia themselves.

In order to create alignment and share learnings around the topic of "pipeline building", Frank organized a meeting that brought everybody in the organization together who has been involved in activities like identifying prospects, outreach campaigns, and moving

people through a fundraising or sales pipeline. Staff members talked about their experiences and shared best practices about everything that has to do with "building a pipeline". Based on positive feedback from participants, it was decided to follow up with a similar meeting in the future.

Also in October, Frank joined Wiki Education's board meeting and gave the board a report on the status of the organization. As part of this report, he outlined the past, ongoing, and future projects in Wiki Education's focus area of equity-related work.

Frank also worked with Jordan Daly from SFBay Financial on submitting the forgiveness request for our second Payroll Protection Program (PPP) loan of ~\$242K, which was granted only a week after the request had been filed. With this loan having been forgiven as well, both PPP loans are off our books.

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