

Wikipedia + Libraries 2017-2018

4/24/17

Inputs

Available resources:
Infrastructure, person-power, financial, stakeholder engagement

"What do we bring to the challenge?"

Actions

Events, activities and products that are within the project team's power to deliver.

Concrete deliverables

"What do we plan to do or produce?"

Effects

Direct results of Actions on participants that are expected to lead to Outcomes

"Why do we believe that a specific Action should lead to the specific Outcome(s) identified?"

Outcomes

Changes in participants that are expected to occur as a direct result of Actions:

- *internal factors* (perceptions, attitudes, knowledge, skills and behavior or
- *external factors* (e.g. access to resources, reduction in barriers)

"What do we believe our Actions will lead to?"

Impacts

Changes that are expected to occur as an indirect result of Actions:

- *Temporal impacts*: Downstream continuing change in participants
- *Network impacts*: Change in other individuals or systems as a result of participant Actions

"What ripple effects do we believe may result from the benefits our participants have received?"

Human Resources
OCLC WebJunction and Research staff Wikipedian-in-Residence (subject matter expert) TrueBearing (evaluator)
Fiscal Resources
Grant funding from Knight Foundation Grant funding from Wikimedia Foundation In-kind support from OCLC
Infrastructure
For delivery of training and evaluation <ul style="list-style-type: none"> • WebJunction's online learning platform (WebEx and Moodle) • Wikimedia programs and events dashboard For awareness-building campaign and dissemination of resource set <ul style="list-style-type: none"> • WebJunction.org Wikipedia + Libraries project page • Project email blast • Crossroads • WJ awareness webinar(s) • OCLC communications channels • Public library communications channels • Knight Foundation communications, blog • Wikimedia Foundation communications, blog
Knowledge Base
Expertise and online resources on training and outreach from Wikipedia community and Wikimedia Expertise (research, poll results, surveys, advisory group?) from public library staff Evaluation expertise from Knight Foundation Evaluation expertise from Wikimedia Foundation
Outreach/Communications Capacity
Members of the Wikipedia community will be engaged (through outreach and communications efforts) to help guide and support participants as they learn and apply the knowledge they have gained about Wikipedia editing and programming

Awareness-building Campaign

Engage library staff using informational pieces (blog posts, seminars, etc)

- Disseminated on multiple channels
- Target audiences include public, state libraries, [...]

Communications strategy

Library staff read/engage with articles, social media posts, emails, webinars, etc. that:

- 1) advertise the training program (and awareness webinar) and
- 2) make the case for US public library staff and public libraries to engage with Wikipedia, explaining its value and relevance

Increased US public library staff awareness re:

- WebJunction's training program and awareness webinar
- the value and relevance of Wikipedia to public libraries and their communities
- opportunities for engaging with Wikipedia

↓

Up to 500 US public library staff that engaged in awareness-building campaign register for training program

Short-term impacts:

Beneficiary- and community-level outcomes

Increase in number of US public library staff better-informed about credibility and reliability of Wikipedia and opportunities to engage with it

Training Program

Register up to 500 US participants in:

- Interactive training series
- Community of practice
- Final session

Educational/training strategy

Curriculum provides instruction and support in:

- 1) the workings of Wikipedia,
- 2) how to edit Wikipedia, and
- 3) how to run successful Wikipedia events and programs

Participant-level outcomes

Increase number of participants with the knowledge and skills to edit Wikipedia pages

Increase number of new Wikipedia editors who are female

Increase number of participants with the learning capacity to develop Wikipedia programs for their communities

Increase number of participants with the knowledge and skills to assist their community members and participants' colleagues in their understanding and use of Wikipedia

Increase number of participants with an understanding of the key principles (5 Pillars) of Wikipedia, including treating fellow editors with respect and civility

Participants apply learnings and outcomes

Increase number of participants who develop Wikipedia programs for their communities

Increase number of participants who edit Wikipedia

Increase number of participants with capacity to make library resources available to Wikipedians

Short-term impacts:

Beneficiary- and community-level outcomes

Increase number of libraries hosting local outreach programs featuring Wikipedia

Increase number of community members that edit Wikipedia

Increase number of libraries with relationships with local Wikipedians

Increase number of community members and participants' colleagues with functional understanding of Wikipedia and its use

Online Resource Set

Provided free on on WebJunction site

- Curated resources
- Case study narratives

Criteria for identifying necessary resources

[...]

Participants and beneficiaries will:

Have access to resources for use, editing, programming of Wikipedia

Have a toolkit for Wikipedia programming
Have a toolkit for community outreach
Have a toolkit for Wikipedia engagement

Be inspired to engage with Wikipedia*

Long-term impacts:

Beneficiary- and community-level outcomes

Increase quality of information/sources in Wikipedia

US public libraries' collections and resources more visible on Wikipedia

Build bridges between libraries and Wikipedia communities through:

- Increased number of connections/partnerships between public library staff and Wikipedians
- Increase in Wikipedians' understanding of the value of connecting with libraries
- Improving the reputation of Wikipedia among library staff

Reinforce role of library staff/libraries in information curation, creation, and discovery

Increase diversity of Wikipedia editors and article topics

Increase information/digital/media literacy among public

Increase online civility and skills in constructive debate