

Scaling diversity campaigns & programs



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Step 1:

**Identify your main
goal (pick ONE!)**

**Are you tackling
diversity of
contributors or
content?**

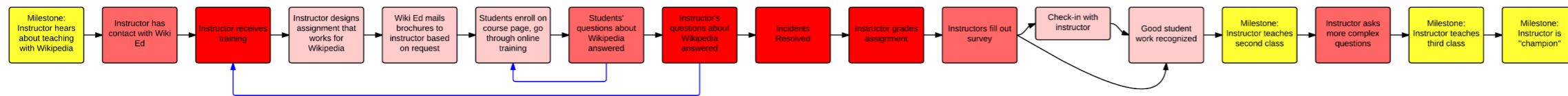
How do you measure success?

- What do you want to measure?
- Is there a tool available to measure that?
- How do other programs with similar goals measure success?

Step 2:

Develop a process map

Life cycle of an instructor

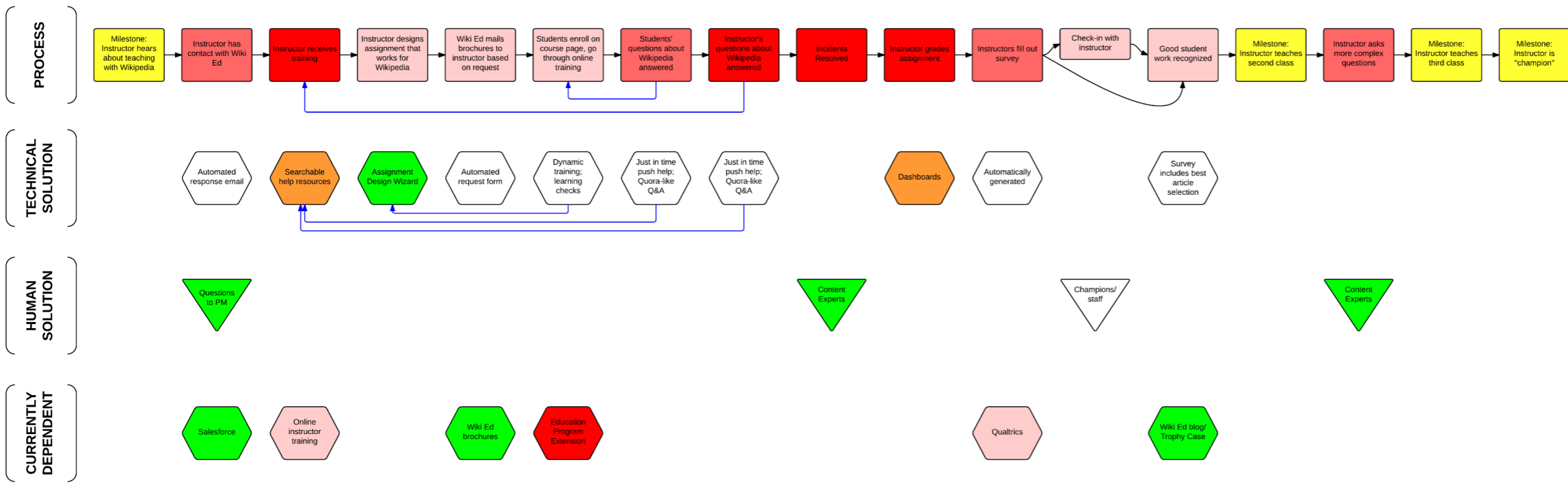


Hears about teaching with Wikipedia

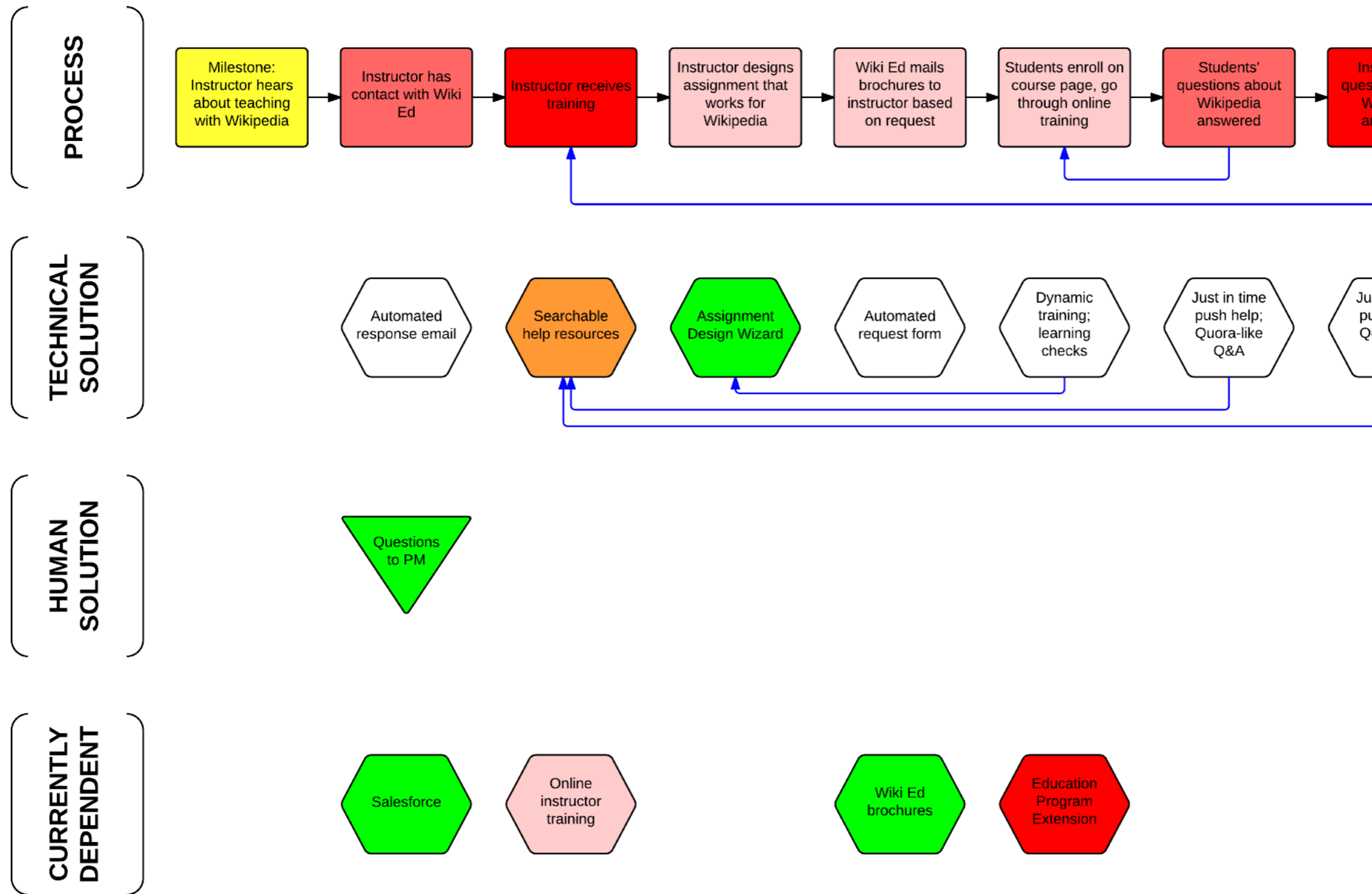


Champion for Wiki Education to other instructors

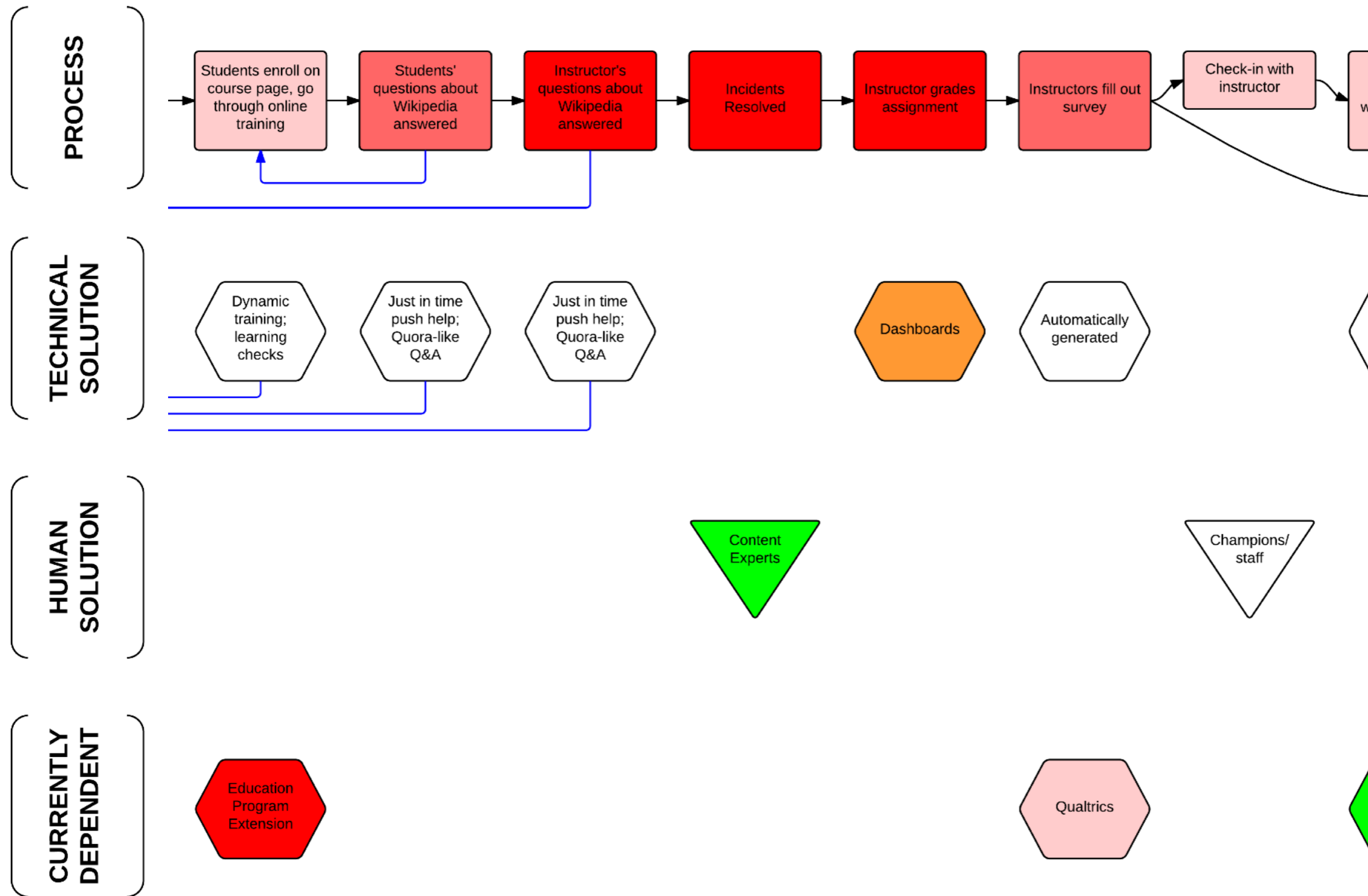
Process map



What would it take to scale to 3X? What tools can help?

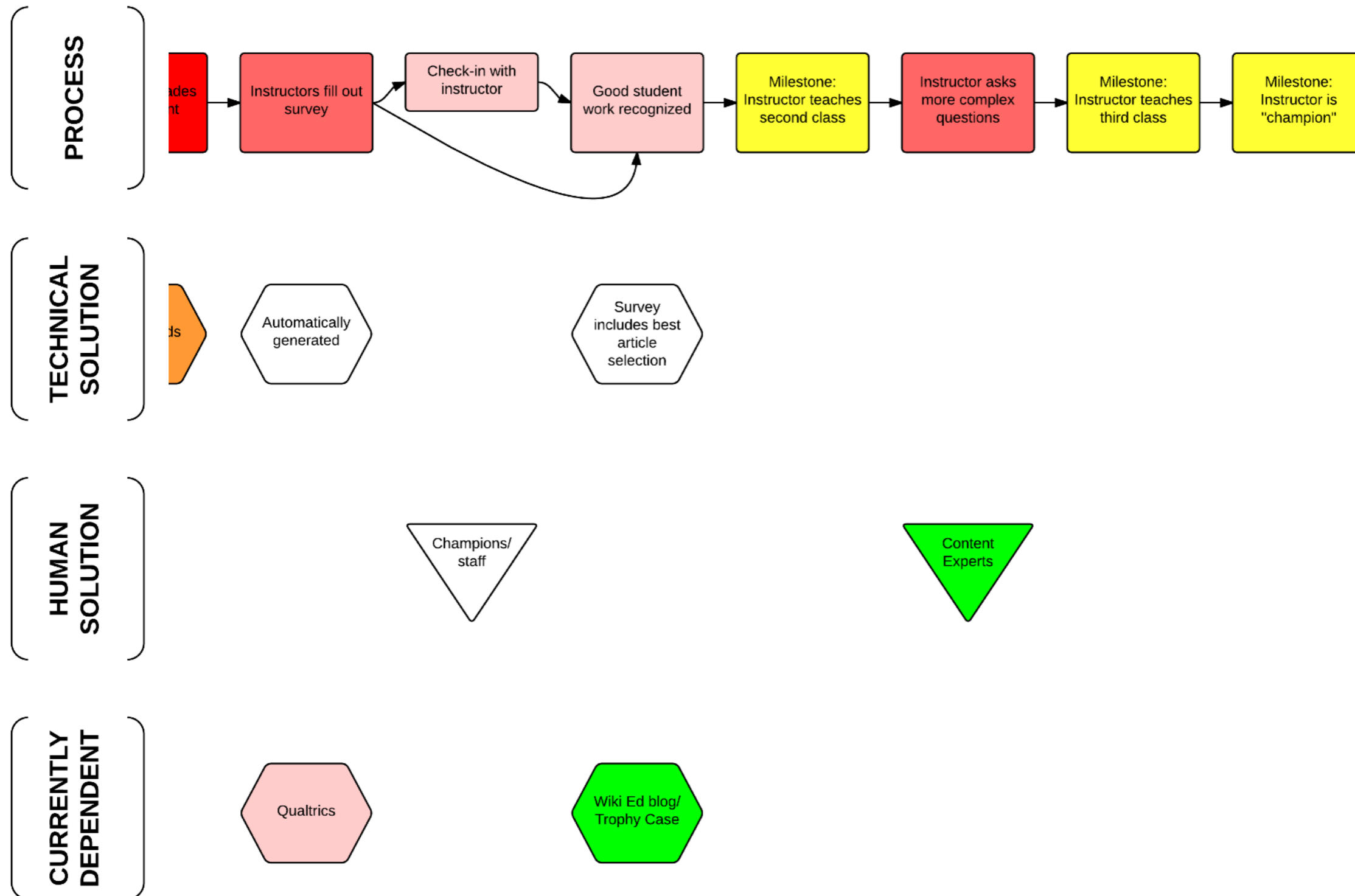


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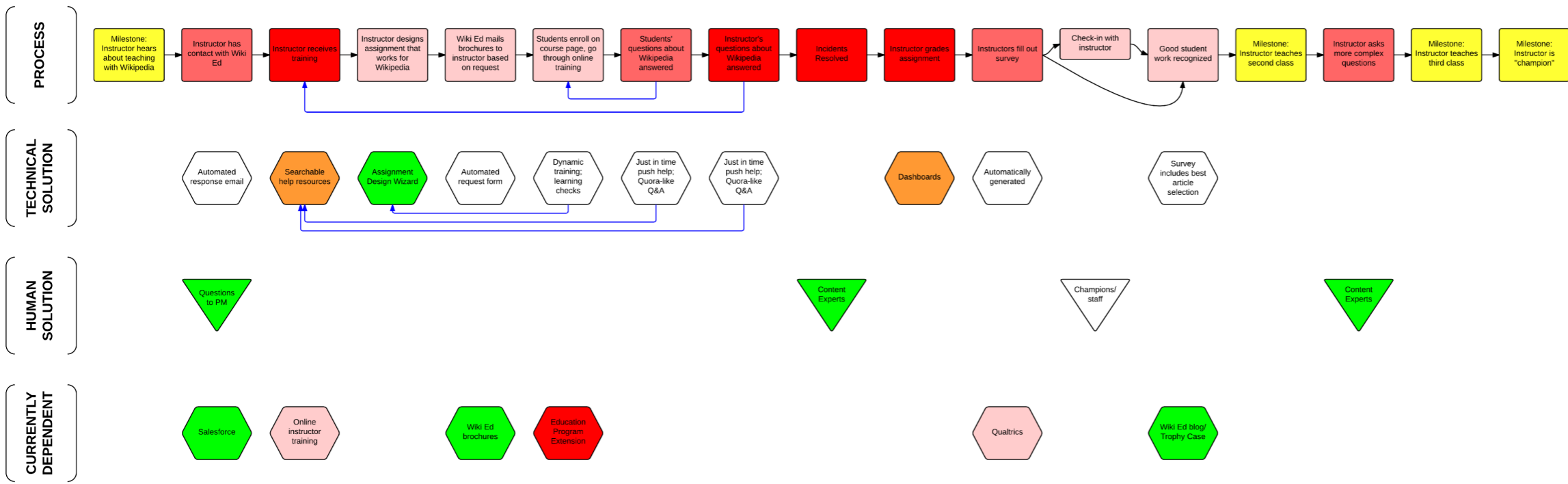


What would it take to scale to 3X?

What tools can help?



Process map



Exercise:

Create your own process map





Process Map Worksheet: Scaling your Diversity Campaign or Program

Main goal of program:

Is it more active contributors who are diverse? Is it content in diverse subject areas?

How will you measure success?

Is it amount of content? Number of contributors active after 6 months? What tool gets you this information?

Draw the stages of your process:

What steps do you take? What step breaks if you were to scale the program 3X? Are there technical solutions? Human solutions? On what are you currently dependent to make that step happen (this can be either tools or humans)? Use multiple sheets if you need more steps in your process!

Process	Content production	Raising awareness	Participant recruitment/retention	Content partners		
Technical Solution	Basic IT training	Acquaint users to the Wiki	Show tool for content	Produce sample or	Encourage use through	
Human Solution	Thematic campaigns/ev	Approaching the right	Volunteer recruitments	Keep contact and share	Volunteer Retention	
Currently Dependent	Wikimedia foundation	Content Partners	Logistics Partners	The Media/Press		