

Developing Community Partnerships

Knowledge & Information
Exchange



Connected Heritage | Wikimedia UK | 2022

Produced as part of Connected Heritage and Wikimedia UK, 2022-23.

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Funded by DCMS and The National Lottery through the National Lottery Heritage Fund's
Digital Skills for Heritage initiative.

Session aims are to

Understand why partnership development is important

Have ideas for how to identify new communities and potential partners

Understand new and trusted methods of reaching out to them

Be familiar with tools that can help with all stages of partnership

Exchange Information and share experiences between participants

Suggested Timetable

10.00 - 10.15: Welcome to Developing Community Partnerships

10:15 - 11.00: Understanding the context of community partnerships

11.00 - 11.30: Identifying communities

11.30 - 12:15: Reaching out

12.15 - 13.15: Lunch

13.15 - 14.30: Sustaining partnership engagement / developing independence / identifying success

14.30 - 14.45: Break

14:45 - 15:30: Hands on

15:30 - 16.00: Planning for future and setting goals

Connected Heritage [2021-23]

Developing open knowledge skills, tools and communities of practice for sustainable digital preservation

Dr Richard Nevell - Project Lead

Dr Lucy Hinnie / Leah Emary - Digital Skills Wikimedians



Connected Heritage under the hood

Phase 1: Outreach and webinar July 2021-July 2022

290 cold emails sent

650+ people registered for an event

450+ people attended an event thus far

14 webinars held

Phase 2: Partnership February 2022-March 2023

6 Pot-luck wikithons

18+ Advice-based and events-based partnerships (one-offs)

Phase 3: Mini-Wikimedian in Residences September 2022-March 2023



Please open today's shared document

Suggest creation of shared document via Google Docs





Google Docs

Discussion questions 1:

What is the importance of community partnerships in Wiki work?

Why are you here today?

What does WMUK aim to achieve via partnerships?

- Removing the barriers that prevent accessing/contributing to Wikimedia
- Helping eradication of inequality and systemic bias on Wikimedia
- Ensuring Wikimedia reflects our diverse society
- Recruiting and retaining more editors from Black and Asian backgrounds
- Supporting the indigenous and minority language Wikipedias
- Developing alternative models of partnerships beyond content acquisition

Who are our existing partners?

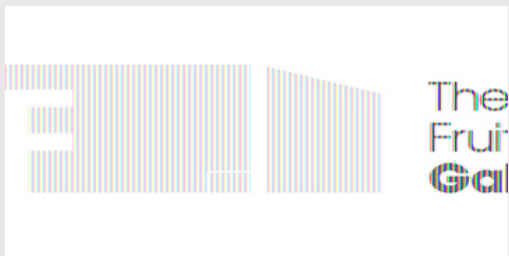
A few examples:

- Devil's Porridge Museum - underrepresented stories of women in the First World War
- Mixed Museum - history of racial mixing in the UK
- Humanists UK - female figures in the humanist movement
- Wellcome Collection - gender gap
- Fruitmarket Gallery - underrepresented women artists and artists of colour
- University of St Andrews - inclusion, diversity, equity and accessibility network
- Protests & Suffragettes - community heritage
- National Library of Wales - access to collections
- Coleg Cymraeg - music of Wales
- VocalEyes - heritage site accessibility for the blind and partially sighted
- The Swadhinata Trust - Bengali culture and heritage
- ESEA Hub - East and Southeast Asian heritage
- The Khalili Foundation - promoting cultural diversity worldwide





THE DEVIL'S
PORRIDGE
MUSEUM



wellcome
collection



University of
St Andrews



Who do we want to reach out, and why?

Wikimedia Foundation 2021 Community Insights Survey:

- The racial and ethnic distributions of editors in GB largely map to trends in economic privilege and race or ethnicity
- Underrepresentation for both Black or Black British editors and Asian or Asian British editors
- Worryingly low levels of participation and representation amongst Black and Black British editors in particular

Partnerships Are Like Tinder

A Connected Heritage story





Step One:
Your Profile
and Your
Ideal Match

Steps taken for a profile

Setting up email and social media profiles

How can people best contact you?

What are you offering?

Developing boilerplate text

Strategies for easy engagement: Calendly, drop-in events, accessibility

Steps taken to research contacts

Google searches: location, type of organisation, interests

Use your network: ask colleagues and contacts for leads

Immerse yourself in social media: Twitter, Facebook, LinkedIn

Take note of which networks are making the most noise

Think about your aims and objectives when targeting this research

Learn about the partner's aims and objectives

The Spreadsheet

A Love Story



Document your research

Record contact made and date

Space for notes or observations

Avoids repetition and aggravation

Focuses attention and highlights gaps



Discussion questions 2:

Are there communities or people you need to reach out to?

What steps can you take or have you taken to identify these?

A person with long brown hair, wearing a bright red long-sleeved shirt and blue jeans, is holding a dark blue smartphone with both hands. They are looking down at the phone. The background is dark and out of focus, with a blue light source visible in the upper right. The text 'Step Two: Swiping Right and Reaching Out' is overlaid on the left side of the image in white, bold, sans-serif font.

**Step Two:
Swiping Right
and Reaching
Out**

Steps Taken

Use your network: ask colleagues and contacts to share the word

Post to social media: Twitter, Facebook, LinkedIn

Put your message where the 'noise' is

Initiate contact by email or DM, depending on scale and comfort level

Use the partner's own language

Frame your offer in terms of what the partner's goals are



**Step Two and a Half:
Left on Read?**

How To Approach Cold Leads

Remember context: burnout, post-lockdown, volunteer limitations

Think about timing a gentle reminder

Personalise your approach

Can you alter your offering within reason?

Remember the dragon with a long tail

Be okay with letting go if it's not happening



Google Docs

Discussion questions 3:

When someone reaches out to you, what works?

What puts you off?



**Step Three:
The First
Date/Meet
Cute**

Steps Taken

Made it easy if they're interested

Made it clear what they can do next

- Live webinar

- Recorded webinar

- Follow up resources with a folder of materials

Post-webinar

- Attend a wikithon

- Schedule a meeting with Calendly

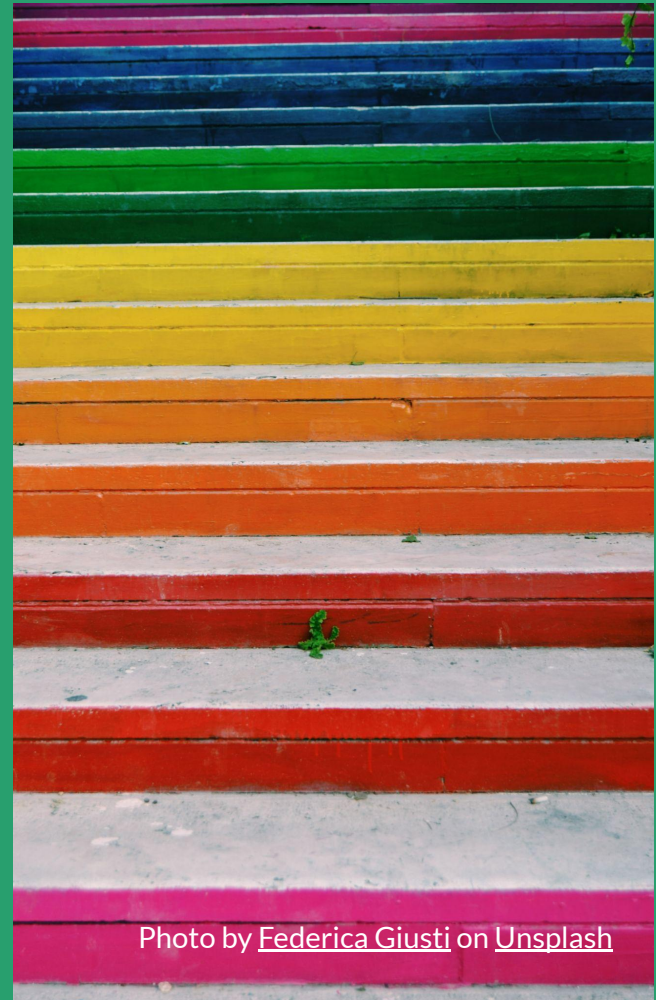


Photo by [Federica Giusti](#) on [Unsplash](#)

Our Framework For Partnership

Wikimedia UK received funding from the National Lottery Heritage Fund Digital Skills for Heritage Initiative in 2021. The 2 year Connected Heritage project aims to raise digital skills and confidence across the UK heritage sector.

Heritage organisations of all sizes across England and Wales are welcome to attend a webinar. This session illustrates how Wikimedia can help your organisation engage with open knowledge, address skills gaps and share content over Wiki platforms.



Funded by DCMS and The National Lottery through The National Lottery Heritage Fund's Digital Skills for Heritage Initiative.



#HereForCulture

— ”
Serious food for
thought, and
time well spent.
Thank you!

WEBINAR PARTICIPANT
2021

— ”
Bit by bit – each time I
attend one of these
events – I gradually
build up a bit more of
my knowledge

WIKITHON PARTICIPANT
2021

Connected Heritage



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PATHWAY TO PARTNERSHIP



Suggested steps in the partnership process with Connected Heritage: start where you like, and choose your starting point!



Attend Webinar
and/or Wikithon

*You might attend one of
our open events to learn
more about our project
and Wikimedia editing.*

Arrange a
meeting with us

*Our meetings allow you
to scope what activities
and training work best
for you. You can book on
Calendarly.*



Run an event



Facilitate a
short-term
Residency

*A Resident can help your
organisation to
facilitate, promote and
coordinate Wikimedia
activities.*



Evaluate success

*Metrics and impact are
a key part of what we do,
and we support partners
in gathering and
analysing this
information.*





Step Four: Assessing the Potential

The Matrix

Criteria and Use



- *Underrepresented heritage*
 - *Support of Open Knowledge*
 - *Capacity & commitment*
 - *Potential to impart digital skills*
 - *Digital preservation*
 - *Feasibility*
 - *New community of people*
 - *Shared values*
 - *GLAM-ness*
-

Partnership Scoring Matrix

										Scale
										9/1 - poor
										18/2 - below average
										27/3 - average
										36/4 - promising
										45/5 - outstanding
Underrepresented heritage	Support of Open Knowledge	Capacity & commitment	Potential to impart digital skills	Digital preservation	Feasibility	New community of people	Shared values	GLAM-ness	Total score	
5	3	5	5	3	5	3	3	5	37	
									0	
5	4	2	2	2	5	5	3	3	31	
									0	
5	3	4	4.5	3.75	4.5	3.25	4	5	37	
1.5	4	3.5	4.5	4.5	3.25	4	3	5	33.25	
5	5	3.5	3	1	3	2	5	4	31.5	
3	4.75	4.25	2	3.5	4.75	1.75	4	2.75	30.75	

Anonymised screengrab of the matrix in action

Lunch



Photo by [Spencer Davis](#) on [Unsplash](#)

Step Five: Finding 'The One'



Partnership in Connected Heritage

Advice-based Partnerships

Technical Assistance and Help-based Partnerships

Events-based partnerships



Are there other examples of partnerships you particularly like?

What can partnership help them achieve?

Knowledge equity

Media, information and digital literacy

Engagement

Clicks and views back to the collections

What else?



Photo by [Ian Stauffer](#) on [Unsplash](#)

Make sure the metrics, value, impact serve their strategic goals.



Discussion questions 4:

Should we define in advance what the partnership could look like?

Or could the partnership be about defining what role Wiki could play?



Step Six:
Making it work

Steps Taken to make it easy for the partner (and yourself)

Running events

Timelines

Checklists

Boilerplate email and descriptions

Eventbrite

Asana

Offering advice and hands-on support

Being realistic about capacity

Sharing the load with the community

Reuse things

Record Zoom calls

Step Seven: 'It's Not You, It's Me'



If it's not working out

Listening if people are saying no

Being clear when a partnership is wrong for you

Break



Photo by [Rumman Amin](#) on [Unsplash](#)

Step Eight: Happily Ever After



Developing Independence/Saying Goodbye

Email after partnership ends: resources, hand-off, communication being open

- Amended to situation

- Add links that came up in session / the course of working together

- Refer to discussions

Demarcating next steps

- Handing over to others who can help?

- Slack channel

- Getting them confident with on-Wiki assistance

Editing in more challenging areas of Wiki

Photo by [Ian Stauffer](#) on [Unsplash](#)





Discussion questions 5:

What will success and independence look like after partnership?

How can we support new editors, particularly if they're not attached to an institution?

Role Play Scenarios

Three groups

1 on Zoom

2 in London

You will each get 2 emails from a potential partner

In your group, discuss:

What's going on for the partner

How to respond

You will present your situations and responses to the group after 15 minutes.

Key things to notice and share:

Expectation management

Motivation

Red flags

Your creative ideas and solutions







Reflection questions 6:

What's your next step going to be after today's training?

What can you commit to?

What do you need in order to continue?

What might be stopping you from taking the next step?