Photo contest "Wiki Daham"- Logic Model

Situation

After years of running successful Wiki Loves competi-tions in Austria, we think it is time to refine the concept, adapt it to our local needs and preferences and incorporate the experiences we gathered throughout the past years. Instead of focusing on one narrow topic at a time, we want to test a broader approach which offers ample possibilities for new and existing volunteers to contribute

Priorities

Gaining new contributors, retaining contributors from former contests, engaging existing contributors in the contest organization (pre-jury etc.) to contribute to various Wikimedia projects (Wikipedia, Commons, Wikidata etc.)

INPUTS

OUTPUTS
Participants - Activities - Direct Products

OUTCOMES - IMPACT
Short term - Intermediate - Long-Term

What we invest	Who we reach	What we do	What we create	Results: Learning	Results: changing Action	Results: changing Conditions
Volunteer and staff time for planning and execution Partnerships with like-minded institutions and sponsors Short-time contractor for technical infrastructure Costs for prizes	Wikimedians New (amateur and professional) photographers and editors Like-minded organizations / GLAM partners mainly on a local/regional level General public Media	Provide on- and offline infrastructure (e.g. website, jury tool, organize award ceremony…) Provide resources (e.g. equipment) Support volunteers with project management Public relations	Expanded Wikimedia community New and/or intensified partnerships on a local/regional level Uploaded and embedded files, improved articles and data Media coverage	New volunteers familiar with Wikimedia projects and free licenses Volunteers become experts (pre-jury) and organizers Learning patterns on what works in photography contests General public awareness for free knowledge	New active community members New contributing partner organizations Community building on a local/regional level More content is added to Wikimedia projects	Boosted community Increased diversity Complete digitalization of Austria's cultural heritage Increased quality of content

Assumptions

External Factors

Evaluation
Identification – Design – Implementation – Completion/Follow-up

Logic Model adapted and modified from UW Extension (2003). Program Development and Evaluation Logic Model. Available at: http://www.uwex.edu/ces/pdande/evaluation/pdf/LMfront.pdf (Retrieved 6/22/2013)