

Making it count

Create programs that your local community needs



WIKIMEDIA
FOUNDATION

Agenda

- Introduction: Understand your community (6 minutes)
- Setting goals and targets for your challenges (15 minutes)
- Choosing a program to address the challenge (20 minutes)
- Draft your program plan (13 minutes)
- Conclusion: Share reflections (9 minutes)

Activity 1: Define your community (3 min)

- How many languages do you work with?
- Is there any preference for working? Editing Wikipedia, uploading media, coding, etc
- Are your volunteers highly involved? Do they focus on a specific theme?
- What would you say are your biggest challenges? How do you see that your community and project can improve?



Set your goal



What are goals?

Goals are broad and future-oriented statement(s) of the desired condition(s). Key characteristics:

- Identifies the target group(s) for the goal
- Provides the “what” as distinct from the “how”
- Describes a positive change in concise, jargon-free, and easy to understand terms.

Examples:

- Building and engaging community among Tamil speaking editors
- Increasing accuracy of information on French Wikipedia
- Making contributing fun for editors in Johannesburg
- Recruiting new contributors for WikiProject Women Scientists

Example 1: Wiki Loves Africa

“I want to host Wiki Loves Africa so that more articles about African culture can be illustrated.


Right now, only 20 of 300 articles about Ghanaian Fashion have images. By the end of this project, we hope 70 of 300 articles have images.”



Activity 2: Set your goal (5 min.)

1. Go back to your notes on your community's characteristics, and the challenges you identified.
2. Based on this information, create **one goal** you would like to focus on.





**Choose a program and
set your objectives**

What will you do in order to achieve your goal?

Objectives are the building blocks or steps towards achieving a program's goals. They define a specific expected change in measurable terms.

Some key characteristics are:

- Identifies the target group (Who and/or what will change?)
- States the expected result (How will it change?)
- Specifies the degree of change in measurable terms (How much it will change? How will the change be measured?)
- Identifies the timeline for the change (When will the change have happened?)

Goal	Objective
Building and engaging community among Tamil editors	Within 2 months, 100 editors on Tamil Wikipedia, Wikisource, and Wiktionary will thank an editor they have never left a talk page message.
Increasing accuracy of information on Hebrew Wikipedia	By the 12th month of the project, 20% fewer articles written by students on Hebrew Wikipedia this year will be deleted than the same time last year.
Making contributing fun for editors in Johannesburg	80% of editathon attendees in Johannesburg from June 2017 to June 2018 will report a they had a positive experience and “had fun”.
Recruiting new contributors for WikiProject Women Scientists	20% of the tasks completed by WikiProject Women Scientists in 2018 will be completed by people who are not yet members in 2017.

How do I know how to
estimate my targets?

Program data and shared learning!

Program Data

	Total Participants (% Users)	New Users (proportion)	Existing Active Editors (proportion)	Pages Created (Pages/User)	Pages Improved (Pages/User)	Pages of Text Changed (absolute bytes)	Unique Images Used	Survived New Users Month 3/6
Wiki Loves Monuments \$-\$\$\$	18,682 (94%)	11,429 (61%)	1,386 (7%)	539,875 (31)	95,394 (5)	NA	13%	1.5%/1.0%
Other Photo Events \$-\$\$\$	4,220 (94%)	2,741 (65%)	362 (9%)	126,544 (32)	33,372 (8)	NA	10%	1.2%/1.2%
GLAM Content Release \$	32 (100%)	1 (3%)	20 (6%)	57,578 (1,799)	255,867 (7,996)	NA	15%	NA
Writing Contests \$-\$\$	741 (100%)	114 (15%)	415 (56%)	9,404 (13)	5,752 (8)	~ 15,146 (28,038,000)	NA	18%/19%
Edit-a-thons \$-\$\$	2,275 (56%)	354 (16%)	573 (25%)	674 (1)	5,727 (5)	~3,796 (6,042,538)	8%	<i>n.a.</i> /5%
Editor Training Workshops \$	5,659 (5%)	97 (2%)	161 (3%)	55 (<1)	50 (<1)	~256 (501,949)	24%	6%/5%

\$: \$0 - \$9 per person, <\$20 per page; \$\$: \$10-\$50 per person, <\$50 per page; \$\$\$: \$100+ per person, >\$50 per page

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171

Programs

2351ⁱ

Editors

1.21M

Words Added

12.6M

Article Views

4.1K

Articles Edited

887

Articles Created

1.52Kⁱ

Commons Uploads

Art+Feminism 2017 Programs



Programs ▾	Institution/When	Recent Edits [?]	Words Added [?]	Views [?]	Editors
Geneva ArtAndFeminism 2017	Multiple locations/	50	54.7K (1.82K/user)	571K	30 30 training up-to-date
BASE Milano ArtAndFeminism 2017	Wikimedia Italia and BASE Milano/	29	12.4K (563/user)	3.67K	22 22 training up-to-date

Learning Patterns

Create an Event Page

I need to make an event page, for a contest or something else.

LAST UPDATED: 06 JULY 2015



Writing Contest Topic S

I want to pick a writing contest popular with new or existing ed

LAST UPDATED: 06 JULY 2015

Writing Contest Work Lists

I do not know if I should make a work editing contest.

LAST UPDATED: 06 JULY 2015

Program Toolkits.

Writing Contests

Start Plan Run Evaluate Connect Forum

Contests are about so much more than creating content!

Find tools and share advice on how to start and improve writing and editing contests.



The Wikiverse is full of different kinds of contests. Each one is unique. The planning templates below can help you choose a contest model that your community will love and that works with the resources you have available. You can find quick links to resources in these templates or get more in depth planning tools in the tabs.

[Short-term, Specific Topic](#) [show]

[High Edit Volume](#) [show]

[Content Gap](#) [show]

[Long-term, General topic or action](#) [show]

[Cross-Wiki or Regional Contest](#) [show]

Activity 3: Chose a program and set objectives. (20 min)

1. Based on your goal and the program data, chose 1 program.
2. Draft 2 - 3 **program objectives** that will help you reach your goal.
3. Objectives can be written in 3 broad categories: process (outputs/immediate outcomes), outcome (short and intermediate outcomes), and impact (long-term outcomes)



Break! =)

15:15 - 16:45



GLAM

- How would your programs change if you target them to a specific audience?
- How to tailor activities to meet the goals of external audiences?

Join this group to work with specific audience groups in GLAM, designing a program that is relevant to them.

Education

- What other possible goals can you create for your education programs?
- How can student-focused goals change your approach to an education program?

Join this group to work on imagining new goals for the education program, designing a program that responds to those needs.

GLAM - Audience Groups

Example:

Profile Public library interested in local history

- The public library wants to advance the work of a local history group, who is documenting the history of your local town. The group primarily has collected primary source documents and is publishing materials on their own. However, the library also has a local history collection of secondary source materials.
- Library mission: to provide access to needed information materials.
- Some librarians are skeptical about the program, but one of the librarians who does continuing education and programs is really interested in supporting you.

Discuss How would you modify a Wiki Loves program to fit the context of this partner?

Workshop

Get into groups of 2-3 program leaders. Each group will have one of the

- Natural History Museum with a public-outreach staff member interested in Women Scientist
- Archive with an archivist interested in minority/indigenous cultures
- University Library with a Digital Scholarship librarian interested in promoting Open Access research
- Local government organization with a Communications officer interested in promoting tourism

As small groups answer:

Create a profile for the organization: What is the organizational dynamic? How does the professional context of the organization change your approach? What resistance would you expect at the organization?

As an individual

How would you change: your goals and expected outcomes for the program you created earlier in the workshop? the outreach audience? the program itself?

Education - Goals

Learning and Innovation

Projects where these outcomes are best demonstrated:

Examples from the newsletter, blog or country pages:

Skills:

- Creativity and innovation
- Working creatively with others
- Implementing innovations

Information, Media and Technology

Projects where these outcomes are best demonstrated:

Examples from the newsletter, blog or country pages:

Skills

- Information Literacy
- Media Literacy
- ICT (Information, Communications and Technology) Literacy

eval@wikimedia.org

[https://meta.wikimedia.org/wiki/Learning_
and_Evaluation](https://meta.wikimedia.org/wiki/Learning_and_Evaluation)

Appendix.



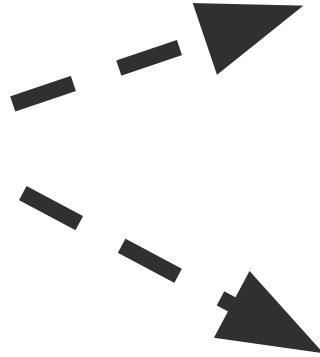
Open Conversation: Discuss your program plan

A few guiding questions:

- What will you need to start?
- How will your community support you? Identify roles and tasks.
- What specific activities will you carry out?

Challenge statements SHOULD focus on one issue

**How do I get more
volunteers and
encourage them to
volunteer more?**

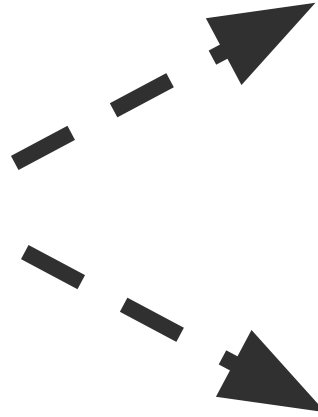


**How do I get more
volunteers?**

**How do I encourage
volunteers to
volunteer more?**

SHOULD NOT include more than one criteria

How do I attract additional volunteers that are more experienced?

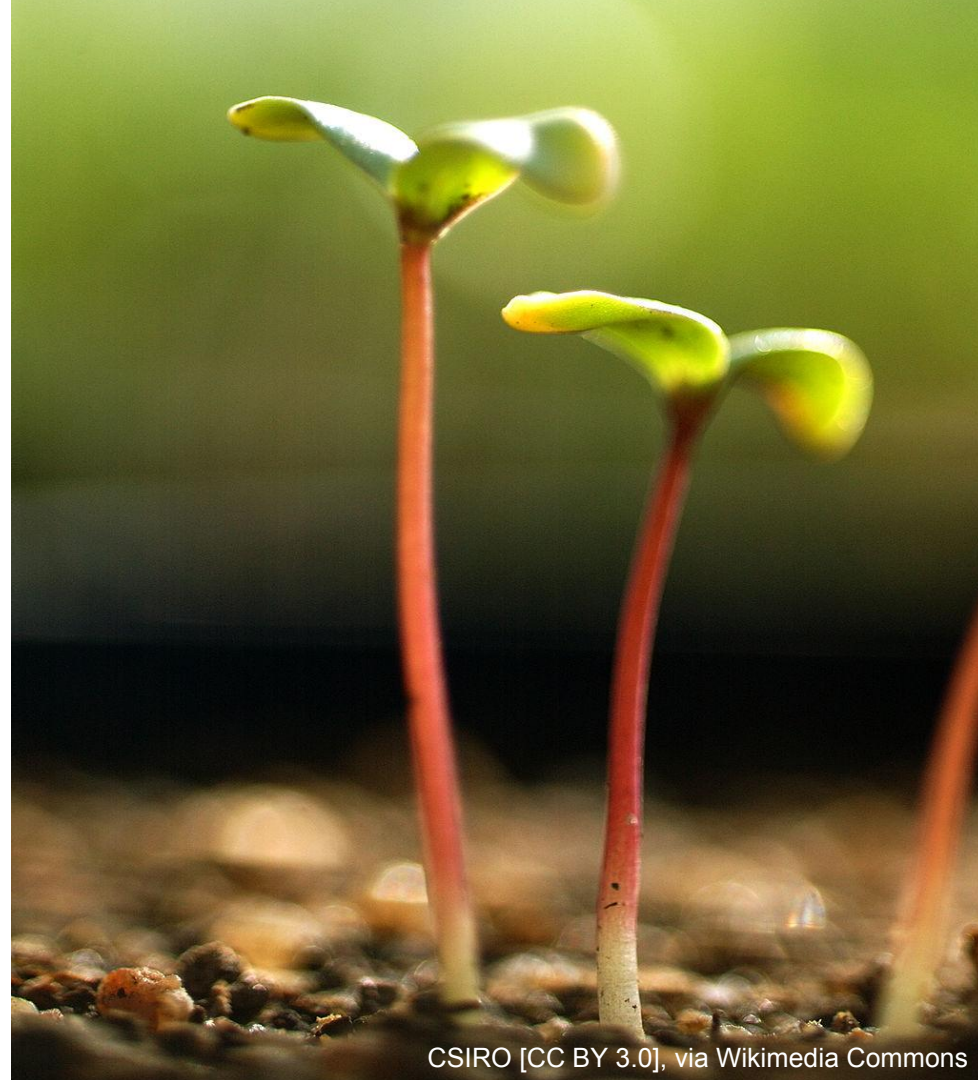


How do I get additional volunteers?

How do I attract experienced volunteers?

SHOULD NOT
make judgements

~~How do I attract good
volunteers?~~



Wiki Loves Monuments

Metric	Low Middle	High Middle
Total Participants	75	363
New Users	42	215
Existing Editors	26	88
Existing Active Editors	3	23
Pages Created	1700	8382
Articles Improved	172	1411
Unique Images Used	4.4%	18.8%

Editing Workshops

Metric	Low Middle	High Middle
Total Participants	10	25
New Users	0	4
Existing Editors	2	5
Existing Active Editors	1	4
Pages Created	0	1
Articles Improved	0	4

Other Photo Events

Metric	Low Middle	High Middle
Total Participants	1	11
New Users	0	1
Existing Editors	1	5
Existing Active Editors	1	3
Pages Created	31	681
Articles Improved	4	162
Unique Images Used	5.7%	34.8%

Writing Contests

Metric	Low Middle	High Middle
Total Participants	11	31
New Users	0	2
Existing Editors	11	20
Existing Active Editors	8	16
Pages Created	19	225
Articles Improved	49	448
Pages of Text Changed	134	521

Edit-a-thons

Metric	Low Middle	High Middle
Total Participants	7	22
New Users	0	6
Existing Editors	5	15
Existing Active Editors	3	9
Pages Created	0	7
Articles Improved	1	35
Pages of Text Changed	6	49

GLAM Content Release

Metric	Low Middle	High Middle
Total Participants	1	1
New Users	0	0
Existing Editors	1	2
Existing Active Editors	0	1
Pages Created	83	966
Articles Improved	38	340
Unique Images Used	2.4%	42.7%

Learn how to read the numbers and graphs

- Review the [reading guide](#) to understand the numbers and graphs presented and the [brief review](#) of how to interpret them.
- **Be aware of:**
 - Potential context differences in monetary value and community goals.
 - Using the median and median range rather than mean average.