

GLAM projects | museums

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	REAL ACTIONS / TARGET ACHIEVED Q2	EXPECTED OUTPUT / OUTCOME 2016	REAL ACTIONS (JUNE 2016)
STRATEGIC RELATIONS	Develop relationships with representative bodies of museums (museum associations)	a) Sign an agreement with ICOM	1. Agreement signed 2. ICOM initiatives in order to support GLAM projects	1. Agreement signed by the month of March 2015 2. Definition of joint actions by April	SIGNED		
		b) Sign an agreement with Museimpresa	Agreement signed	Agreement signed within the month of June 2015			
		c) Organize conferences / meetings presenting Wikimedia initiatives to ICOM / Museimpresa members	1. Number of conferences 2. Number of conference participants	1. At least one per institution 2. At least 15 participants	- Participation in the annual conference of Museimpresa (June 2015) ANTICIPATED - Letter sent to 20 new directors of the major museums in Italy, followed by personal meetings at Uffizi Museum (Florence) and Brera Pinacoteca (Milan) ADDED		
PROJECTS	Develop relationships with	a) Museo Galileo	Number of uploads	At least 100 images by the month of	the project is starting in February		1 WIR project activated at Museo

			on Commons	September 2015	2016 thanks to the WIR project POSTPONED TO 2016		Galileo from April to June, 2016. Content pages: 388 Bytes: 438.000
	special museums for ad hoc projects	b) "Month of training on museums"	Number of ICOM museum adhering	At least 3 ICOM museums participating after 1 month from conference presentation	REVIEWED AND SUBSTITUTED BY THE ACTIVITIES BELOW	At least 3 ICOM museums participating after 1 month from conference presentation	At least 3 museums adhering
		c) "Month of training on corporate museums"	Number of corporate museums adhering	At least 3 corporate museums participating within 1 month from conference presentation		At least 3 corporate museums participating within 1 month from conference presentation	
							Agreement signed with "The Food Museum" on the 15th of November ADDED
					Agreement with Touring Club and WW1: release of images of women during the World War I from the collection of Touring Club archive. ADDED		- A collaboration with Micheletti Foundation in Brescia started in March 2016 - "Wikimuseum" event in Naples on the 5th and 6th of May Second Europeana

							<p>Fashion Editathon in Rimini on the 23rd of May</p> <p>- A workshop at the University of Cagliari on the 27th of May</p>
RECRUITMENT VIA WIKIPEDIA	Recruitment campaign for Wikipedians who then become Wikimedians	Wikipedia campaign	Number of new GLAM operators	10 people	15 regional and thematic coordinators of volunteers have been appointed (see organogram). ACHIEVED	10 people	<p>Stable prevision</p> <p>ACHIEVED</p>
STEADY COLLABORATION WITH MUSEUMS	Wikipedians in Residence	Encourage of public/private museums, ICOM museums / Museimpresa corporate museums to host Wikipedians in Residence and share their cultural heritage on Commons	1. Number of institutions hosting a resident Wikipedian 2. Encyclopaedic value 3. Ability to effectively use these results in other Wiki projects 4. Number of images per institution	1. At least 2 in 2015 4. At least 100 images from public museums/at least 20 from a private museum at least one museum	NOT ACHIEVED	1. At least 2 in 2016 4. At least 100 images from a public museum/ at least 20 from a private museum at least one museum	NOT ACHIEVED
	Wikipedians in Residence	Scholarship for Wikipedians to be included in the staff of Museums with significant iconographic material to share	Number of scholarships	1 scholarship by December 2015	POSTPONED TO FEBRUARY 2016	1 scholarship by June 2016	<p>- 1 WIR project activated at Science and Technology Museum in Milan in March</p> <p>- 1 WIR project activated at MUSE Museum in Trento in March</p> <p>- 1 WIR project activated at Fondazione Mansutti</p>

							<p>in Milan in February Totally: -upload files: 6,346 -download: 13,914,000 -bytes: 1,132,000</p> <p>ACHIEVED</p>
PROMOTION / MARKETING	Strategic events	Participation in an ICOM conference (International Council of Museums)	1. Speech within the conference (institutional presence alongside ICOM Italy)			1. At least one speech	<p>October, 10th, 2016 during the general assembly of ICOM</p> <p>ACHIEVED</p>
					1 seminar in Ravenna on the 17th of October (10 participants)		<p>Editathon at MUSE in Trento on the 28th of April</p> <p>Second Europeana Fashion Editathon in Rimini on the 23rd of May</p> <p>Meeting in Varenna on the 22nd of June, within Wikimania 2016</p> <p>1 presentation in Pompei on the 4th of May</p>
COMMUNICATION	Relations with the press	1. Press releases for major initiatives 2. Social networking	1. Press releases	1. For the most relevant initiatives	- Announcing of the WIR projects with ICOM and Museimpresa - 1 article by the Executive Director on the ICOM magazine (Museinforma) on December 2015	1. For the most relevant initiatives	<p>-Press release for the start of the residence at Museo della Scienza</p> <p>-Conference at Museo della Scienza in Milan to present the results of WIR projects on May,</p>

					ACHIEVED		21st -1 press conference (with a joined press release) for the collaboration with Micheletti Foundation in Brescia in March 2016
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