

What makes a Star IEG grantee?

19 February, 2014



8 projects



project focuses:

- 4 projects focused on online community organizing (50%)
- 3 projects on building tools
- 1 project on offline partnerships and outreach



6 different countries



33% of grants to global south

88% new WMF grantees



total grant spend (USD) **\$60,517**

smallest grant
(but spent \$0!) **\$350**



largest grant **\$15,000**



Individual Engagement Grants 2013 round 1 impact

[org/wiki/Grants:IEG/Learning/round_1_2013/impact](https://meta.wikimedia.org/wiki/Grants:IEG/Learning/round_1_2013/impact)

<https://blog.wikimedia.org/2014/02/06/individual-engagement-grants-demonstrate-potential-for-impact/>

<https://meta.wikimedia.org/>

Agenda for today

Why Grantmaking?

What were the IEG findings?

How can I apply these?

What next?

Agenda for today

Why Grantmaking?

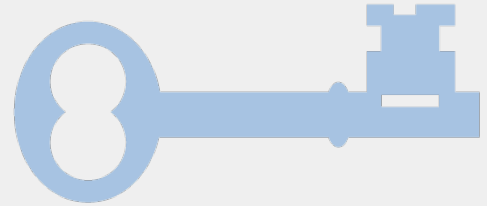
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Wikimedia Foundation Grantmaking

we believe that grantmaking is a key to uncovering innovative ideas that will help achieve the movement's strategic goals.

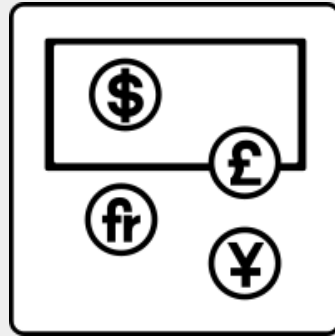


*participation online * readership * quality content * gender diversity*

We are trying to support a move towards more experimentation



Well-developed,
strategic **ideas**

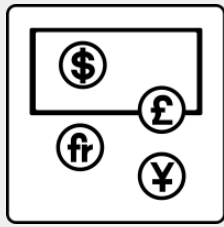


Funds to cover
expenses



Tools to execute and
evaluate

Individual Engagement Grants (IEG) are one of four grants programs at WMF



TRAVEL AND PARTICIPATION SUPPORT

Travel funding to participate in mission-aligned events.

INDIVIDUAL ENGAGEMENT GRANTS

Provide comprehensive support for individual and small teams focused on making online impact.

PROJECT AND EVENT GRANTS

Cover expenses related to putting on events and running projects. For individuals, groups and organizations.

ANNUAL PLAN GRANTS

Funding the annual budgets and mission objectives of movement organizations.

Source: <https://meta.wikimedia.org/wiki/Grants:Start>

Our focus today!

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IEG first funded projects in early 2013, which just now have been completed



Our “impact assessment” questions:

- Do the experiments have indications of impact?
- Which experiments should be evaluated further (after time)?
- What are the common characteristics of projects that showed some indications of impact?



Replay Edits



MediaWiki data browser



Consolidate wikiArS to involve art schools



Build an effective method of publicity in PRCChina



The Wikipedia Adventure



The Wikipedia Library

The 8 Projects ...



MediaWiki and Javanese script

8 projects



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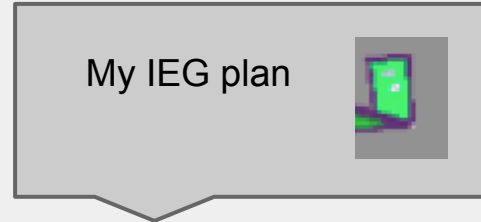
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Impact potential: online platforms for scale



High Impact Idea



Experimental Plan

CCBYSA Producer / ["City Front"](#)

*"Strongest IEGs seem to be the ones that **build some sort of platform** -- a social media group, a curriculum, a library, a strategy -- and have **demonstrated the possibility** for that platform to have **impact on a smaller (beta) level.**"*

Common characteristics of STARDOM in IEG grants:



Clear link to strategic priorities



Designed to meet specific needs of end-users



Feedback loops built-in, giving voice to people being served



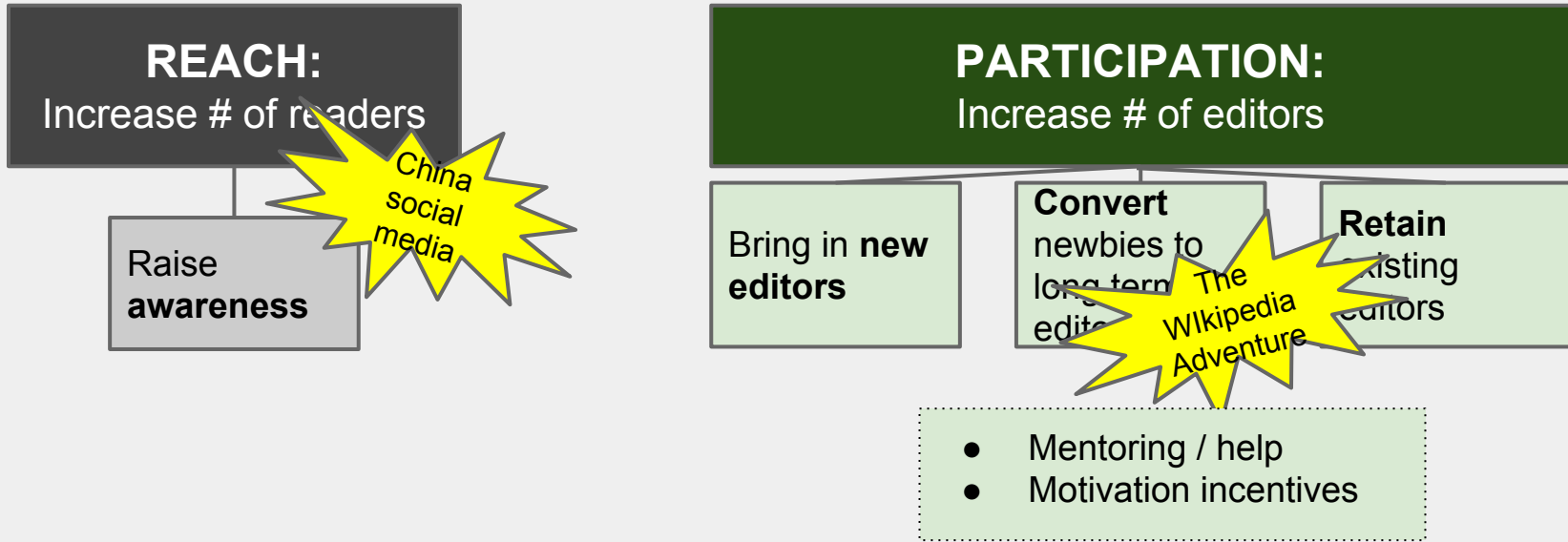
Community engagement from plan through execution



Incorporate significant expert support in strategy and execution

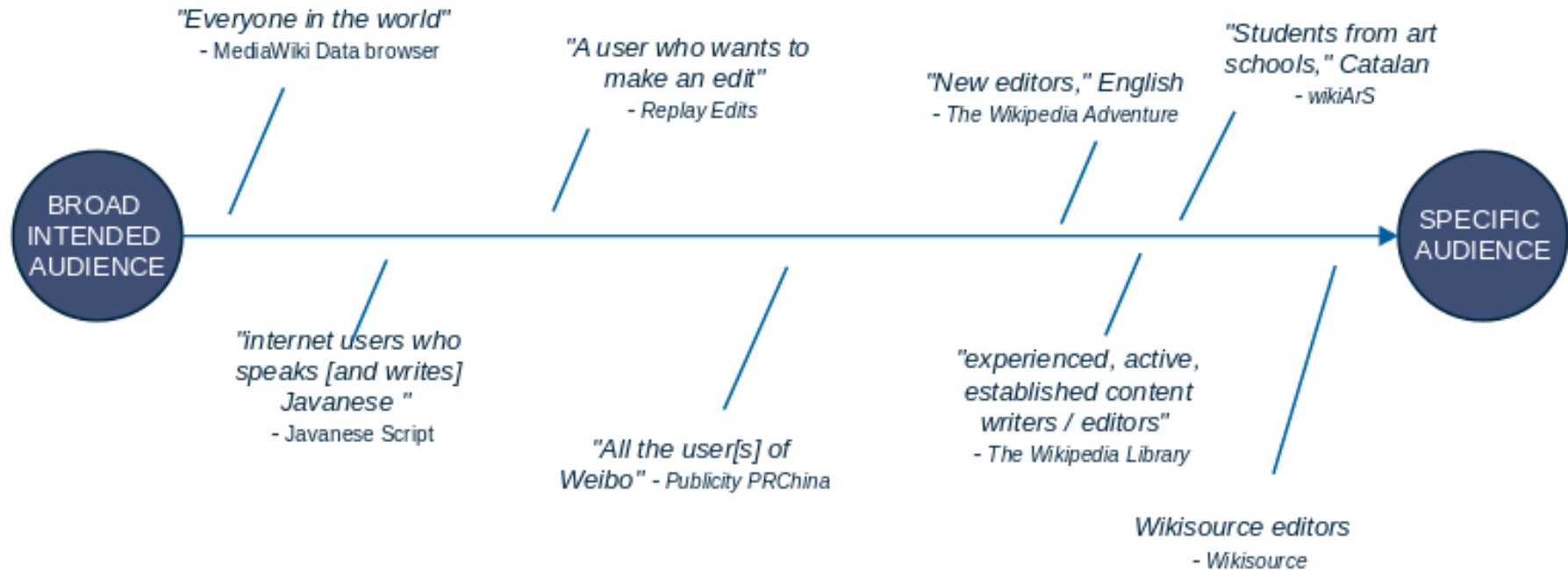


Clear theory for how to affect change in the strategic priorities





The needs of a specific target group or end-user were forefront in the design





Projects engaged the target communities throughout execution

Surveys

(e.g., Wikisource)

Wikipages

(e.g., Replay Edits)

Meet-ups / Wikimania

(e.g., China Social Media)

Wikiprojects

(e.g., wikiArS)

Case Study: wikiArS

Challenge:

ensuring that the projects designed by the arts students would be the useful and be the best suited to fit the needs of the articles

Solution:

involve passionate editors in wikiprojects to help identify the core needs of their project pages, then engage these editors in the execution of the project and incorporation of the art into the main pages.

image credit: Monkeysdrawer



User: nuria nml



User: Naaro Riveiro



User: JesicaLR





Project leaders relied on experts to support in strategy and execution areas

Example expert roles:

Software development

Area experts (e.g., Librarians)

Evaluation / research

Designers

Communications (e.g., blogging)

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What's this mean for me?

Potential Grantee

Committee Member

New Grantee

I **have an idea** I want to develop ...

1. **Who** are you trying to help with your project?
2. How will your idea improve things for that group of individuals?
3. Who do you need help from to create and/or execute your project?
4. How will you know if your experiment works?

I review proposals as a **committee member** ...

1. Does the proposal have a clear end-user for the project?
2. Would this experiment improve our movement's knowledge of what works and what doesn't?
3. Does the proposer demonstrate clear ties to the community s/he is serving?
4. What mentorship / expertise could I provide this grant?

I am a **new IEG grantee** executing on a project

1. How are you keeping your target audience **engaged** in your work?
2. What **feedback loops** do you have in place to check the course of your project throughout its duration?
3. What gaps in your skillset do you need help in to get best accomplish your projects?
4. Are you collecting information to be able to evaluate your project?

A few key collaboration tools exist for support

Design and collaborate on creative projects on
IdeaLab



Evaluate your projects with help from the
Evaluation Portal



Learn from the experiences of others (and share!) with
Learning Patterns

a learning pattern ¹ for: outreach, event

Six account limit



Problem:


You are going to give a workshop on how to edit Wikimedia projects or going to get students in a school or university to edit for the first time. No more than 6 people will be able to create their own accounts from the same IP.

Solution: *The solution avoids people being unable to create accounts - and hence frustrated! - and saves a large amount of time spent in trying to solve the problem during the activity.*

Individual Engagement Grants 2013 round 1 [impact](#)

image credits: Heatherawalls, Jmorgan (WMF)

And there is a bigger list of resources at your disposal!

 **Wikimedia Statistics**



a learning pattern ⁱ for: outreach, event

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Wikimetrics

EVALUATION
PORTAL



Wikimedia blog

Questions going forward

- how can we better source and develop great ideas?
- how can we provide the same level of support and mentorship as the program grows?
- how can we measure longer term impact of these projects?

Thanks for listening!

Now it's your turn - any questions?