

Monthly Report, July 2021

Highlights

- We held our first all-staff meeting in over a year and a half in San Francisco. The all-staff meeting at the beginning of the new fiscal year traditionally serves at creating alignment around the annual plan, as well as different teams on staff getting ready for the time ahead. At this meeting, we also provided everyone with opportunities to re-connect, while we also integrated two new staff members.



- We finalized and kicked off a Wiki Scholars course in partnership with a new organization, ReThink Media, to improve Wikipedia articles related to the ongoing war, civil rights, the September 11th attacks, the war in Afghanistan,

anti-Muslim racism, or any other topic that relates to their expertise and needs an expert's contributions on Wikipedia.

Programs

Wikipedia Student Program

Summer 2021 in numbers:

- 21 courses were in progress
- 337 students were enrolled

Summer is typically quiet for the Wikipedia Student Program, but even so, we supported [21 courses](#) in July.

During most of July, the Student Program team was gearing up for Fall 2021. Program Manager Helaine Blumenthal was steadily approving course pages for the Fall 2021 term as well as promoting the program to new participants. The team also worked on improving resources for the Fall term, including better advice for students working on biographies and an improved [template](#) for compiling bibliographies.

Scholars & Scientists Program

Courses in progress:

- [Smithsonian Women's History Initiative-3](#) We wrapped up our third Smithsonian course. These 17 participants created 10 new articles and contributed to 31 existing articles. Take a look at the all-new [Charlie Mary Nobel](#) article. She was a prominent astronomer and mathematics teacher from Texas. Another new addition to Wikipedia is the article about [Lena Culver Hawkins](#), who was one of the first female mayors in the United States. We are very pleased and remain impressed with the impact this partnership with the Smithsonian Affiliates is having on Wikipedia.
- [OER Wiki Scholars](#): Our first OER course has concluded. These 16 participants might have only created one new article, but they edited 48! See their impact on articles like [Virtual Exchange](#) and [Community College Consortium for Open Educational Resources](#). We're impressed by the amount these participants were able to accomplish.
- [OER Wiki Scholars-2](#): Our second OER-focused course has also come to an end. These 16 editors created two new articles and edited 25 existing articles. You can see their substantial contributions to articles like [Open thesis](#) and [Open access mandate](#) articles. The changes they have made to this subject area will go a long way in supporting OER knowledge on Wikipedia.

- [AAJA Wiki Scholars](#) - Our first course with the American Asian Journalists Association has flown by. In this course we set out to improve articles about Asian journalists and that's exactly what happened. These 17 participants created seven new articles and edited 34 existing articles. Take a look at the [Jiayang Fan](#) article to learn more about this staff writer at the New Yorker and her work covering the Hong Kong protests. Another new, substantial addition to Wikipedia is this article about [Pranay Gupte](#), a writer and filmmaker who has worked for the New York Times. This course demonstrates how subject-area experts can have a big impact in areas of their expertise.
- [LGBTQ+](#): This course focuses on improving articles about members of the LGBTQ+ community and their accomplishments. We are looking forward to the contributions these 29 editors will have in this area. You can see some early improvements on the [Cleo Bonner](#) article; she was a president of the Daughters of Bilitis. You can also already see improvements on the article about [Thirza Cuthand](#), a filmmaker, artist, writer, and curator of Plains Cree and Scottish and Irish descent.
- [Wikidata July Institute](#): This small but mighty group of five participants are making themselves at home on Wikidata. Keep an eye on the Dashboard link to track their progress. We are looking forward to the impact that these five will have in their respective areas of their expertise.
- [NOPREN Wiki Scientists](#): Our course in collaboration with the Nutrition and Obesity Policy Research and Evaluation Network wrapped up with month. The participants improved eight Wikipedia articles related to nutrition and health.
- [ReThink Media Wiki Scholars](#): This month, we began a Wiki Scholars course in collaboration with ReThink Media that will focus on the subject of endless war, and the impacts of the "War on Terror". The 16 participants have expertise on a range of topics including civilian casualties of war, detainees in the Guantánamo Bay prison, Islamophobia, and Iran-backed militias in the Syrian Civil War. We're excited to see what these experts will add to Wikipedia.

Advancement

Partnerships & Sales

This month, we finalized course participants for our July 2021 Wikidata Institute, working with people from libraries, universities, the private sector, and even a Wikipedian looking to learn more about Wikidata in a structured environment. These 3-week intensive courses have been especially popular among librarians, and we're

excited to see others join us to learn how to join the Wikidata community and make Wikidata more powerful.

We finalized and kicked off a Wiki Scholars course in partnership with a new organization, ReThink Media. Through early September, we'll work with scholars and others in the ReThink Media network who have extensive expertise and experience in the peace and security space. Participants will work to improve Wikipedia articles related to the ongoing war, civil rights, the September 11th attacks, the war in Afghanistan, anti-Muslim racism, or any other topic that relates to their expertise and needs an expert's contributions on Wikipedia.

We also spent the month recruiting participants for the August 2021 Wikidata Institute and were happy to see interest has increased again among librarians and other university faculty, possibly because school has started again. We continue to work with outstanding data professionals and data novices to help them on their way to incorporate Wikidata into their daily work, and we're excited to see the work that comes out of the August cohort.

After the new employee onboarding process was finalized, Nanette created an exhaustive list of "targets" using a variety of research tools. Once the potential prospects were identified, they were categorized into seven industries. These industries reflect Wiki Education's commitment to expanding its reach. The next step is to contact those on the list via email or telephone to make an introduction.

Fundraising

Kathleen began the month by submitting a brief letter of inquiry to a foundation. She also drafted a template for impact reports to be emailed in stewardship of previous donors' gifts, which consisted mostly of program participants that responded to our program staff's December 2020 fundraising drive. This involved learning how to use Pardot in connection to Salesforce. She also continued to work on text for the Case for Support document. She attended her first annual staff meeting throughout the second week of July and discussed how the earned income and fundraising teams can work together to bring in more revenue. During the week, she also met with a couple individuals in San Francisco, including a wealthy and philanthropic prospect and another individual with deep connections in the San Francisco community. Kathleen was on vacation for the final two weeks of the month.

Communications

Blog posts:

- [Access to knowledge through Wikipedia](#) (July 1)
- [Amplifying lowan women's accomplishments through Wikipedia](#) (July 6)

- [Expanding coverage of African archaeology on Wikipedia](#) (July 7)
- [Centering diversity in stories of Mississippi's history](#) (July 9)
- [Improving Wikipedia's Islamic art and architecture coverage](#) (July 12)
- [Wikidata and Big Data at UVA](#) (July 13)
- [Bringing U.S. women's history to the public](#) (July 15)
- [How Erik Olin Wright inspired João Alexandre Peschanski to become a Wikimedian](#) (July 19)
- [Empowering diverse stories of cultural heritage](#) (July 20)
- [Welcome, Nanette!](#) (July 21)
- [Discovering new comics with Wikidata's powerful tools](#) (July 22)
- [5 tips to improve student experience with Wiki Education](#) (July 26)
- [Improving Wikipedia's coverage of women theologians](#) (July 29)
- [Why museum professionals should learn to edit Wikipedia](#) (July 30)

Technology

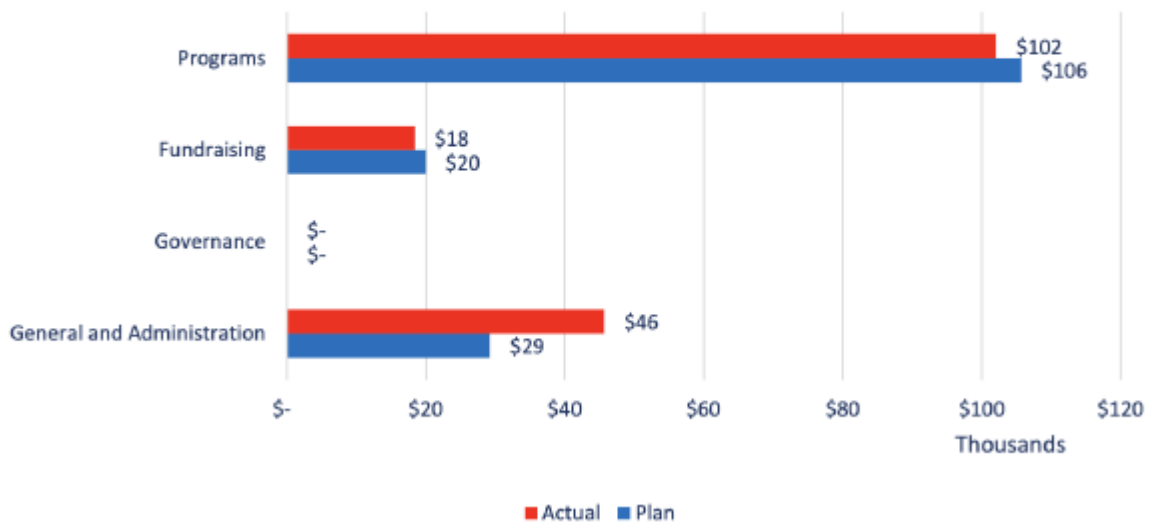
In July, our technology focus was to work with the Programs and Advancement teams and plan for the major projects of the coming year. Following discussions during the all-staff meeting, Chief Technology Officer Sage Ross updated our detailed process map of the Scholars & Scientists Program sales and marketing processes and began researching possible open source tools to support or simplify it.

In coordination with Wikimedia Foundation's new Campaigns team, Sage also developed, launched, and began advertising the [2021 Programs & Events Dashboard user survey](#), which will be open through August.

Finance & Administration

The total expenditures for the month of July were \$166K, +\$11K over the budget of \$155K. Fundraising was under budget (\$2K) due to a combination of being under (\$2K) and (\$3K) in payroll and consulting, respectively, while also under (\$1K) in printing, while being over +\$3K in equipment and +\$1K in Indirect Costs. General & Administrative were over +\$17K. The main contributors were over +\$14K from the final rent payment, +\$12K due to the All Staff meeting, which was budgeted for both July and August, and actually fully accrued to July, +\$2K in Payroll, while under (\$1K) in Professional Fees and (\$10K) in Indirect costs. Programs were under (\$4K) due to being under (\$12K) in Consulting services that were accounted for in June 2021, Also under (\$2K) in Travel and (\$1K) in Marketing, while over +\$2K in payroll and +\$9K in Indirect costs.

Expenses July 2021 Actual vs. Plan



Office of the ED

Current priorities

- All-staff meeting in San Francisco
- Creating alignment around the plan for the new fiscal year

In July 2021, we finalized the transfer of our Presidio office lease to a new tenant.

Gridspace, a company focused on speech processing systems, has taken over the remainder of

our lease, which comes as a big relief for us given that we've been paying for office space that we couldn't use due to the COVID-19 pandemic.

In mid-July we held our first all-staff meeting in over a year and a half in San Francisco. The all-staff meeting at the beginning of the new fiscal year traditionally serves at creating alignment around the annual plan, as well as different teams on staff getting ready for the time ahead. At this meeting, we also provided everyone with opportunities to re-connect, while we also integrated two new staff members. We were also pleased to welcome our long-time design consultant David Peters



from Exbrook, Jordan Daly from SFBay Financial, and Andrés Vera as guests to parts of the meeting.

Also in July, we learned that our application for funds through the California Small Business COVID-19 Relief Grant Program was approved. We expect the disbursement of \$25K in July 2021.

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