



Monthly Report, December 2020

Highlights

- During the Fall term 2020, participants in our Student Program added more than 5 million words to Wikipedia, far exceeding our goal of 3 million. All together, students added more than 52,000 references, worked on 6,580 articles, and created 532 new entries.
- In order to increase the number subject-matter experts joining the Wikipedia community in 2021, we began implementing a new tool into our work: Pardot. This tool will give us a better opportunity to share successes from Scholars & Scientists courses, and invite new participants into our training courses.

Programs

Wikipedia Student Program

Fall 2020 in numbers:

- 322 courses ran Wikipedia assignments
- 6,817 students enrolled on the Dashboard
- Students added 5.01 million words to Wikipedia, added 52.5 k references, worked on 6,580 articles, and created 532 new entries.



Performance at a glance:

Students added more than 5 million words to Wikipedia, far exceeding our goal of 3 million.

Spring 2021 in numbers:

- We accepted 274 courses so far for Spring 2021.

Despite its myriad challenges, the [Fall 2020](#) term was a big success for the Wikipedia Student Program. We far exceeded our goals and could not be more proud of our instructors and students for their perseverance and commitment.

We're busy preparing for Spring 2021 and have learned a great deal from the past two terms of dealing with the pandemic and its ever-changing impact on higher education.

Scholars & Scientists Program

With only one active course in December, the program still continued behind the scene this month with some blog posts (see Communications), building a smooth guest instructor experience, and improving the curricula for a new set of participants in the new year.

The one active course, [at UCLA](#), was helmed by Jeffrey Keefer as part of our guest instructor pilot. As a pilot, it gave us the opportunity to document and explore ways to best support guest instructors. We are capturing all of these processes in our Guest Instructor Manual, which will be shared with future guest instructors as this program continues to grow.

Advancement

Partnerships

This month, we closed out several Scholars & Scientists courses from 2020, distributing the final certificates to participants who completed recent courses. In order to increase the number of scholars, scientists, and other subject-matter experts joining the Wikipedia community in 2021, we began implementing a new tool into our work: Pardot. This tool will give us a better opportunity to share successes from Scholars & Scientists courses, inviting new participants into our training courses. In December, we wrapped up the recruitment process for our next COVID-19 Wiki Scholars courses, beginning in January 2021, and we were grateful so many experts are eager to share information about COVID-19 and its many impacts with the public.

Communications

Blog posts:

- [Wikipedia and public-facing scholarship in the classroom](#) (December 1)
- [From living building materials to printed organs](#) (December 3)
- [Shifting the spotlight through Wikipedia](#) (December 8)

- [Expanding Wikipedia's coverage of African topics](#) (December 10)
- [School data for the world](#) (December 22)

Technology

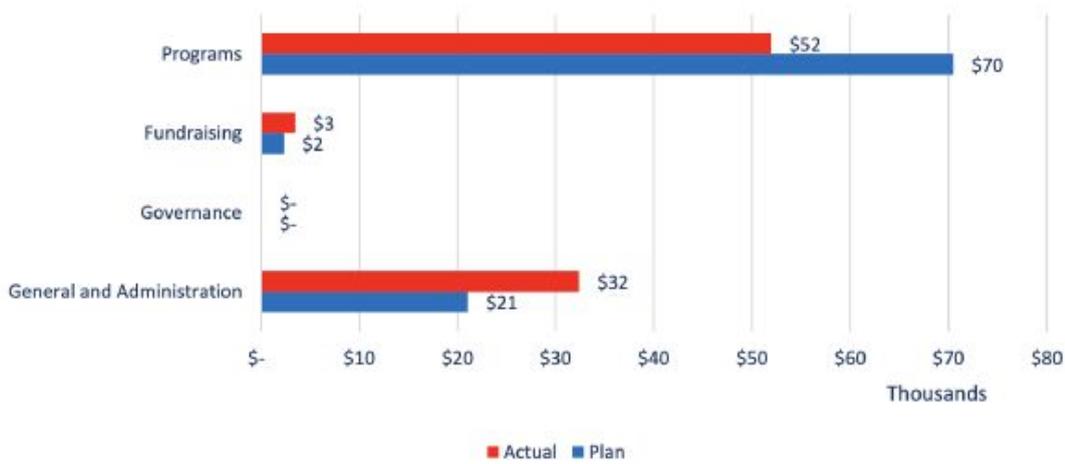
In December, we set up, documented and began using a new system to send marketing emails, Pardot. Chief Technology Officer Sage Ross and Director of Partnerships Jami Mathewson worked together to implement an email preferences and opt-out system, and used Pardot for two key sets of emails: our first requests for donations from instructors and Scholars & Scientists course participants; and a recruitment email for January COVID-19 Wiki Scholars courses. With Pardot emails in place, including the capacity for A/B testing important emails, we expect to make better use of email for marketing our courses in the coming year.

Sage also implemented several changes to the Dashboard and to related instructions and templates on Wikipedia in preparation for the Spring 2021 term.

Finance & Administration

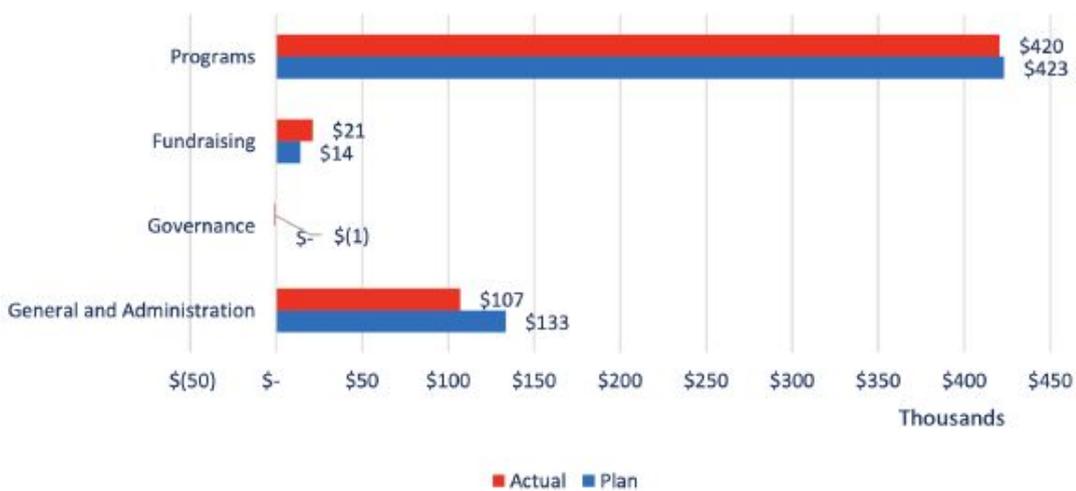
The total expenditures for the month of December were \$88K, (\$6K) under the budget of \$94K. Fundraising was over budget by +\$1K, comprised of +\$2K Consulting Contract and under (\$1K) in Payroll Costs. General & Administrative was over +\$11K by under spending on Payroll Costs, while over +\$14K in Audit Costs and +\$1K in Accounting Costs. There was an Audit adjustment that affected both Recruitment and Indirect costs reporting under (\$19K) and +\$16K, respectively. Programs were under by (\$18K). Payroll Costs were under (\$1K), Communications were under (\$1K) and Indirect Costs were under (\$16K) largely due to the aforementioned Audit adjustment.

Expenses December 2020 Actual vs. Plan



The Year-to-date expenses were \$547K, (\$23K) under the budget of \$570K. The Board was under budget by (\$1K) due to a Vacation accrual adjustment. Fundraising was over +\$7K due to a new Consulting Contract +\$6K, +\$3K in Indirect Expenses, and under (\$2K) in Payroll. General & Administrative were under (\$26K). Payroll costs were under (\$44K) due to vacation payout paid in June instead of July along with a few other payroll cost reductions, (\$3K) in indirect expenses, and (\$3K) in Occupancy while over +\$16K in Professional Services, +\$3K in State Filing fees, +\$1K in Communications, and +\$2K in Equipment. Programs were under (\$3K) due to (\$6K) in Communications, Internet and Software, offset partly by +\$2K Consulting contract, and +\$1K Indirect expenses.

Year to Date Expenses December 2020 Actual vs. Plan



Office of the ED

Current priorities

- Keeping operations going smoothly while dealing with reduced capacity
- Filling two more open positions
- Getting ready for the January board meeting

In December, Frank hired Victoria Padilla as a part-time Executive Assistant. Victoria will provide executive level support and help with everything that's needed to ensure the smooth day-to-day operation of our organization. Her responsibilities include providing general administrative support, supporting the ED and the board, record-keeping, helping the Advancement Team with payment processing, liaising with external contractors, as well as ordering and shipping supplies and equipment to staff.

Also in December, Frank and LiAnna conducted a second round of interviews with candidates for the Fundraiser position. This role as well as the Sales Representative position will be crucial for increasing our revenue, both in foundation grants, as well as in earned revenue.

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