Telling your program's story

Session #3: Frame your measures to tell the story you want

Cover picture: Goufeuah2014, by user:Florespineda. Nov 2013, Chile.

Overview of the series

 # 1: Storytelling strategies for improved reporting

- Report structure
- What questions are useful? What questions are missing?
- Different sources for reporting

 # 2: Infographics and the visual display of information

- How does data and information connect to tell a story?
- Using color coding.
- Use of infographics.
- Find the media to showcase your program.

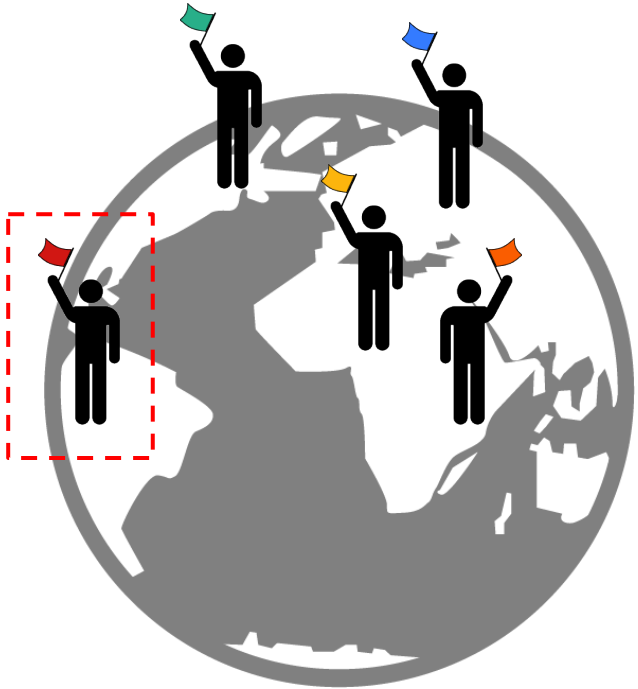
 # 3: Frame your measures to tell the story you want

- How to talk about advocacy in the report.
- Why does *this* partnership matter?
- The report as a learning tool. How to articulate it with annual plan and evaluation plan.

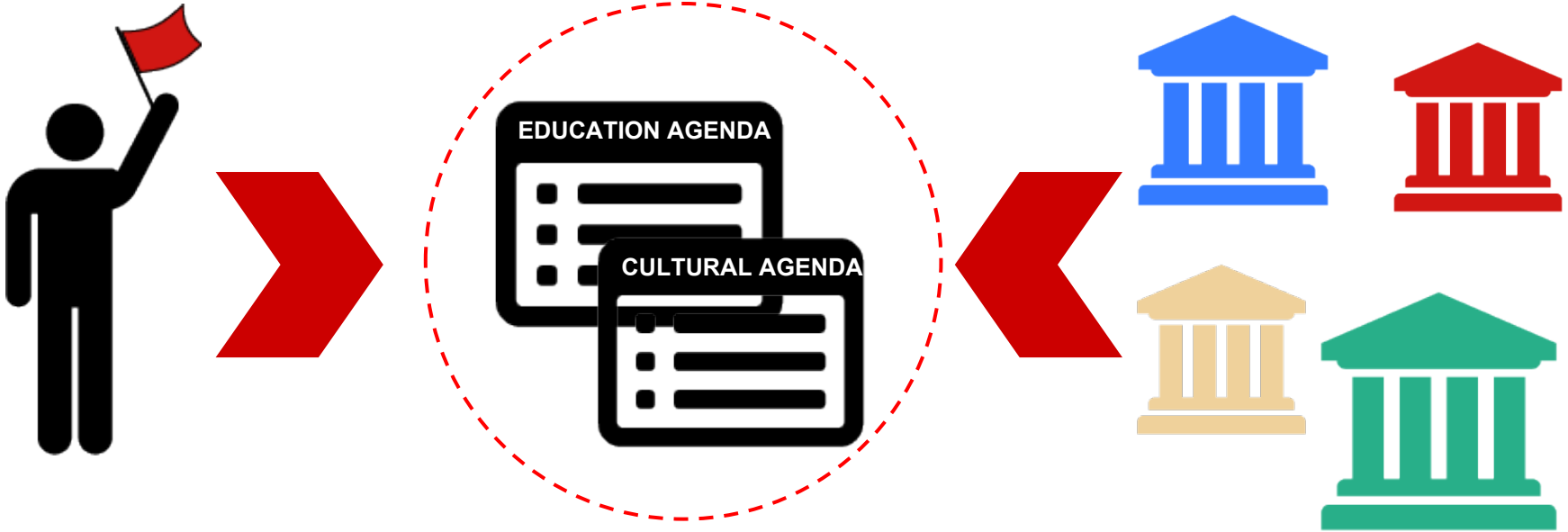
Why framing?

Wikimedia is a global movement whose mission is to bring free educational content to the **world**; through various **projects**, **programs** and **chapters** work, and the support structure of the non-profit Wikimedia Foundation, Wikimedia strives to bring about a world in which **every single human being** can freely share in the **sum of all knowledge.**

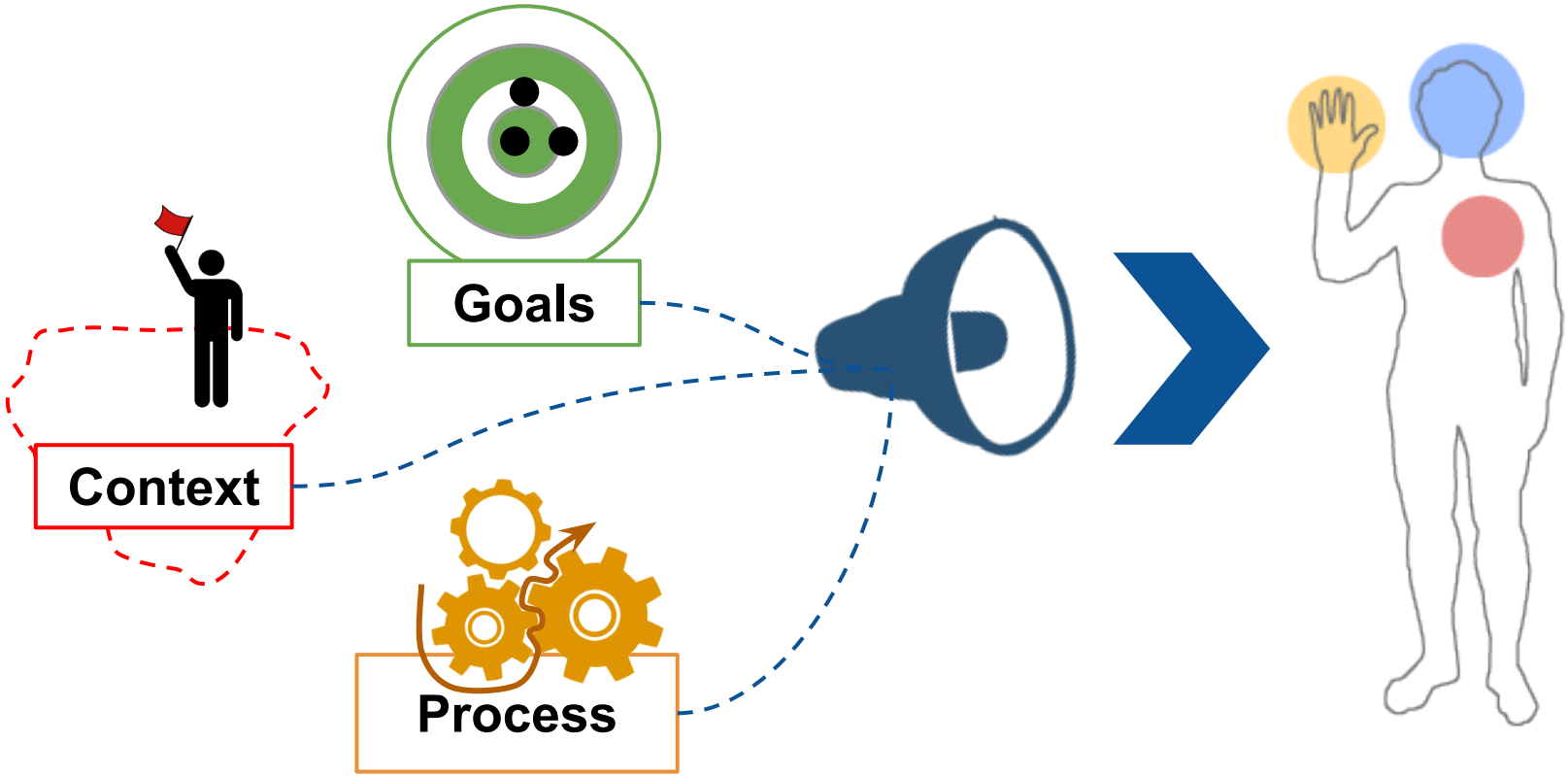
To point out shared interests



To highlight relevance to an audience.



To make clear pathways for support.



How do we frame?

What is the story you want to tell?

- Illustrate trends and patterns
- Present a descriptive story
- Deliver a quick and clear message

What would you like to focus the story on?

- Strengths (achievements and opportunities)
- Deficits (problems and needs)

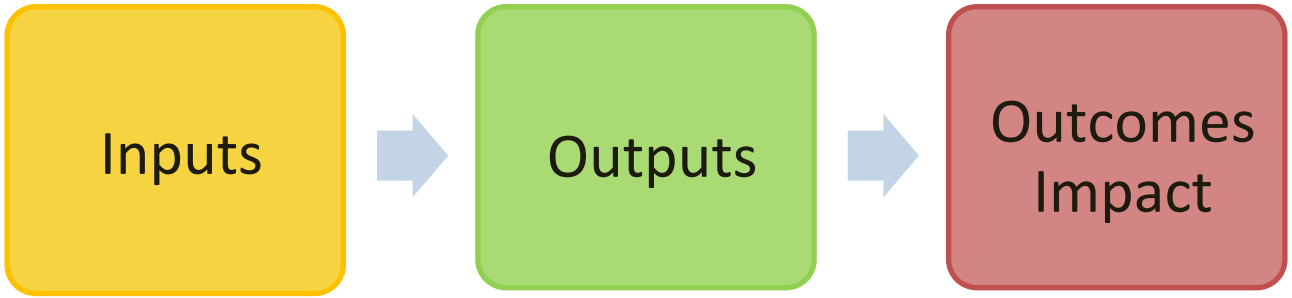
At what intervals should we measure?

What should we measure?

Story mapping tools & strategies

The Logic Model

Mapping your Theory of Change



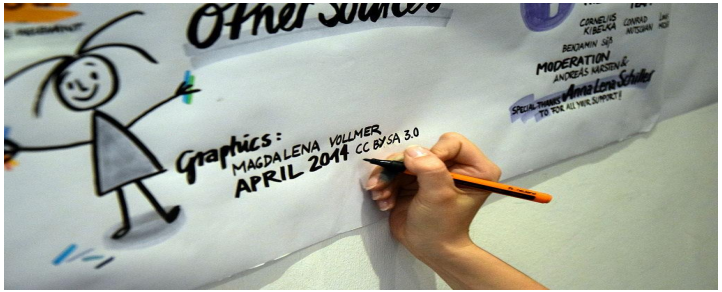
Journaling

Logs

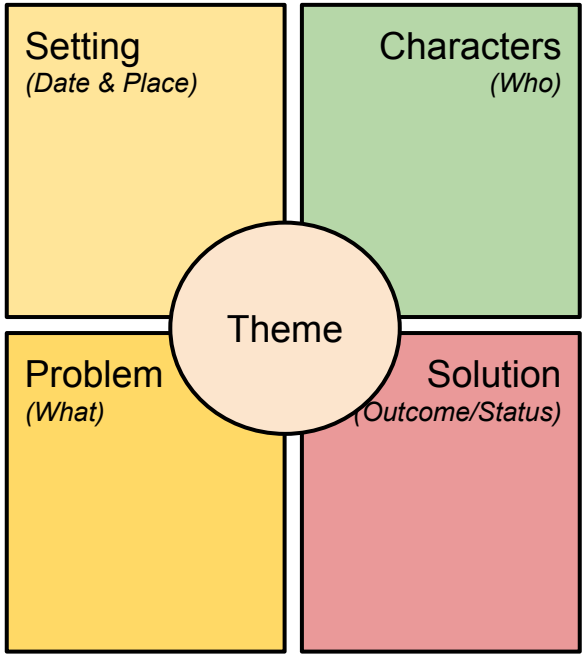
Date	Who	What	Outcome	Status
Dec. 1	Jane	Resource need	Sent 1 box booklets	Complete
Dec. 1	John	Resource need	Needs consultation	In progress
Dec. 1	Yuan	Data question	Sent link to report	Complete

Graphic recordings

and photographic evidence



Story maps



eJournaling

Blogs
Social Media

Use existing records!

What strategies do you use to communicate already?

Measurement

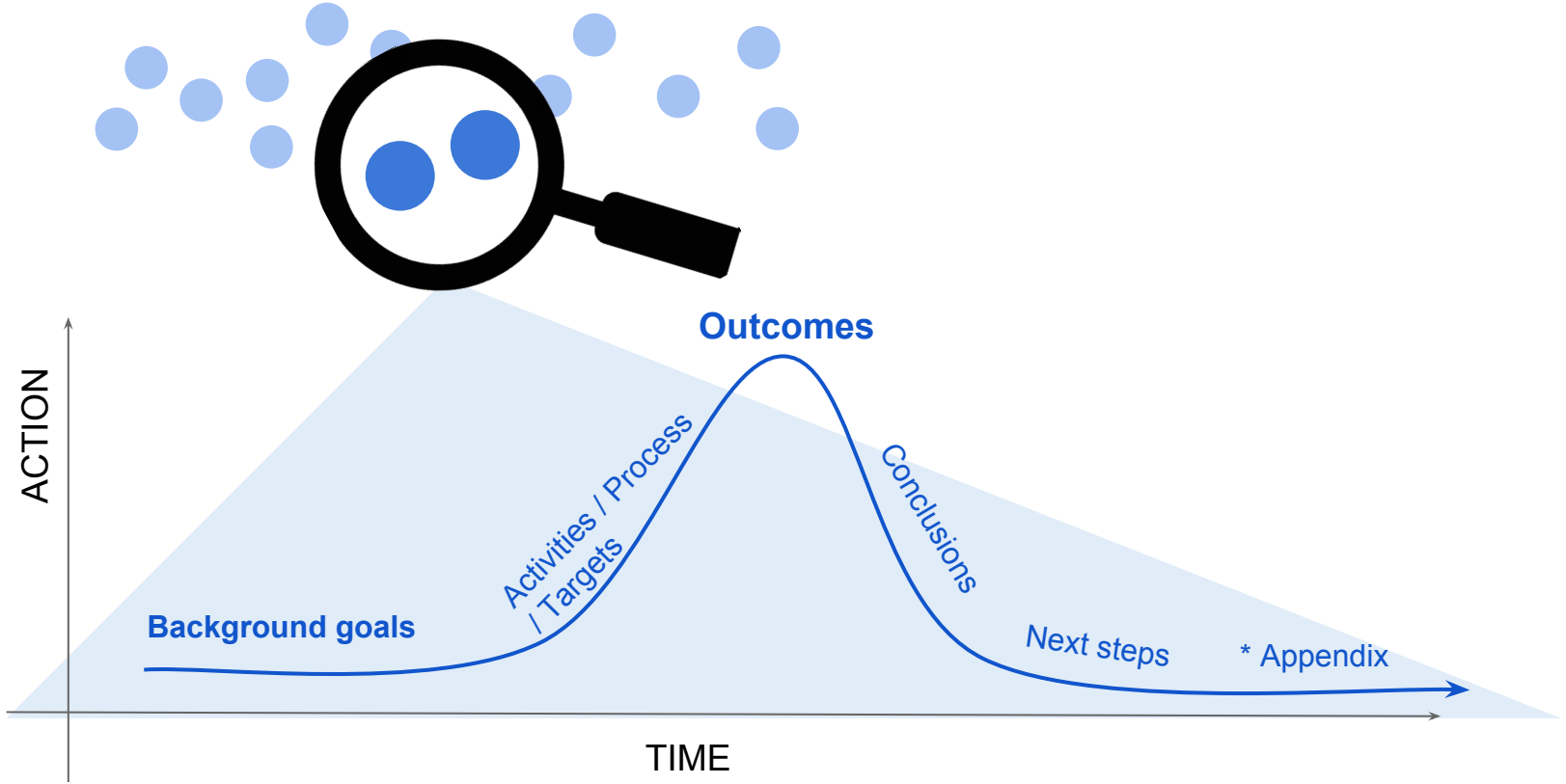
Wikimetrics

Participant Experience

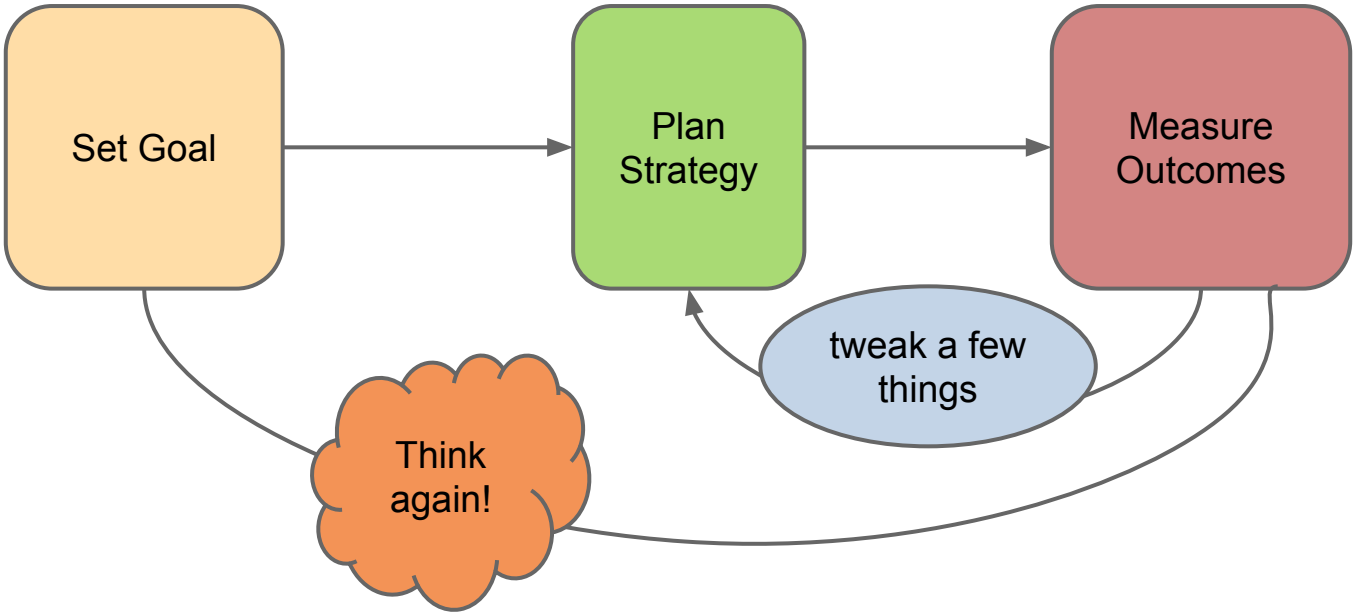
What can you measure in existing records?

What strategies can you use to get at participants directly?

...Keep focused...



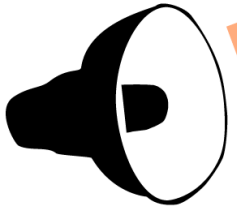
...when things don't 'measure up'



Your story should focus on changes to your goal and strategies.

Find your story & tell it!

WHY STORY-TELLING?



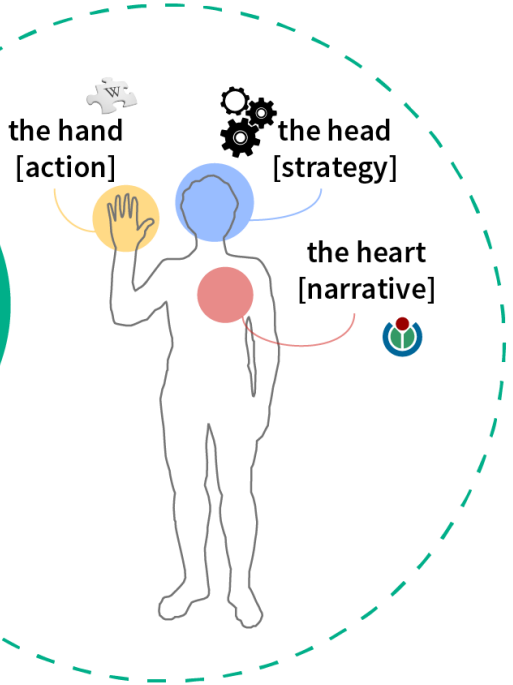
Public narrative is a way of

translating values

into

the motivation for action.

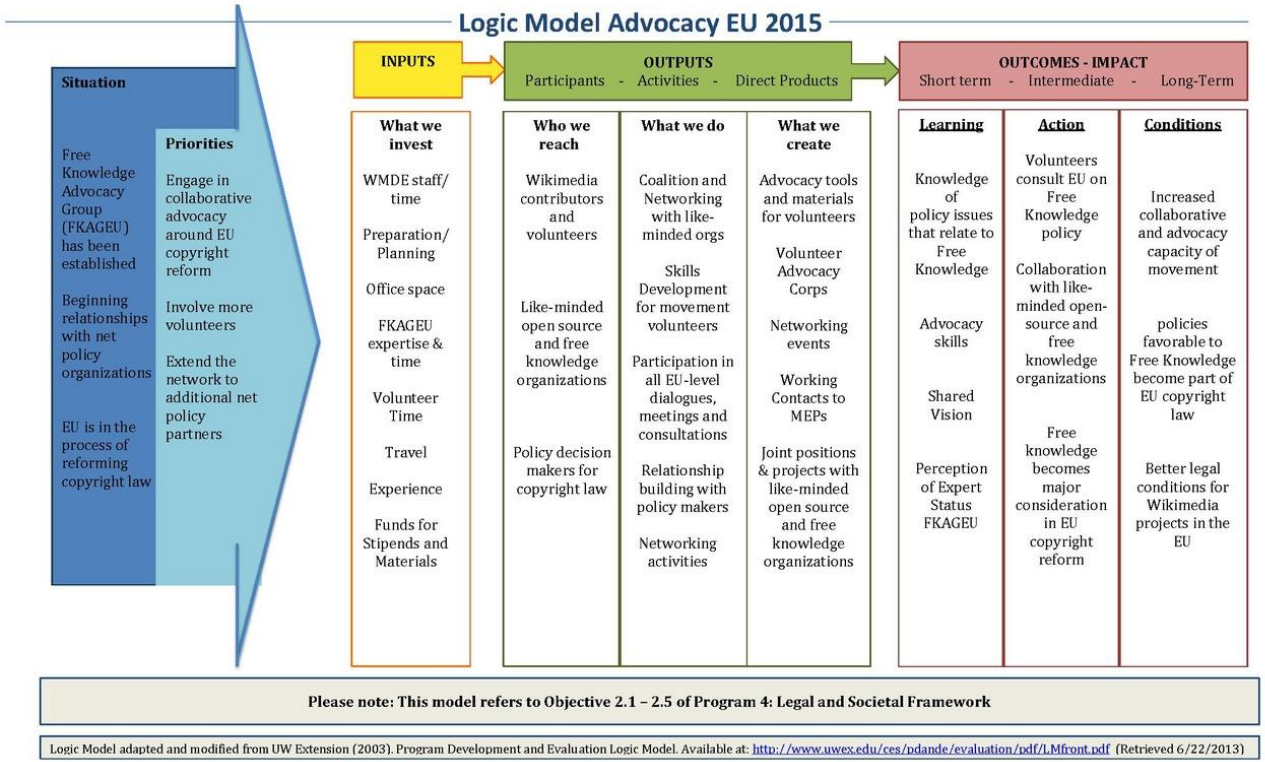
It is one of a triad of leadership skills engaging



WMDE: Reporting on Advocacy

Advocacy: how to build a logic model to plan and evaluate actions

WMDE's slides: **Measuring liquid lobbying**



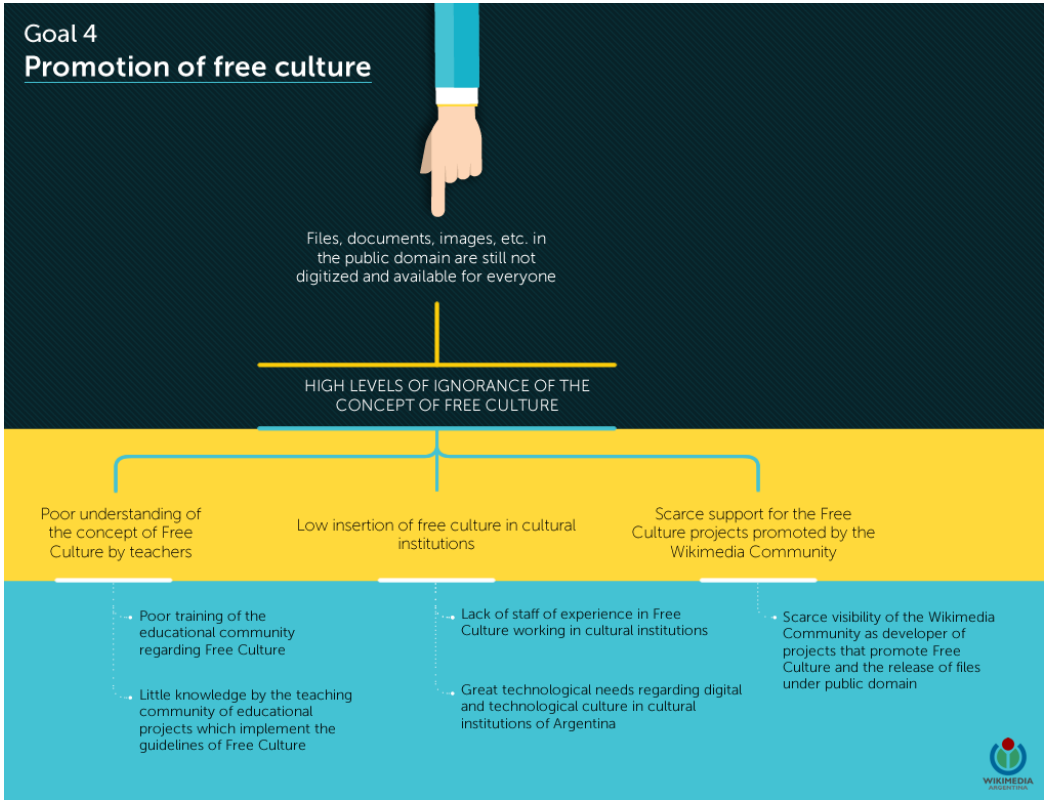
WMAR: Framing local problems

Local context to build a work frame

For each goal, a “Problem tree” was developed

Each layer is later on addressed with a specific line of action.

How to make a problem tree? By WMAR



WMNL: A thematic approach to programs

WIKIMEDIA NEDERLAND

All about nature: a thematic approach to content donation, generation of content and recruitment of editors & volunteers

Improving content and **increasing the number active contributors** to the Wikimedia projects are priorities for Wikimedia Nederland. This year, we have started experimenting with a **thematic approach**: we have selected two topics as the focus for many of our activities over the coming two years. One of these themes is 'Nature'.

Why a thematic approach?

- One-off activities often have little permanent impact:
  - ➢ training activities/editathons have low editor retention
  - ➢ content donations are often not intensively used in Wikipedia articles
- Combining activities around a theme for a longer period of time could:
  - ➢ create self-sustaining communities of volunteers and editors around this theme
  - ➢ facilitate the retention of new editors:
    - ○ connecting them to communities of editors interested in 'their' topic
    - ○ providing them with a programme of interesting activities (onwiki and offwiki) to participate in
  - ➢ make contributing to the Wikimedia projects 'second nature' for external partners through longer partnerships
  - ➢ promote optimal use of content and image donations
  - ➢ make more knowledge about this topic freely available to all!

Participants in workshop 'making photographs for Wikimedia Commons'

Why nature? Choosing a theme

- what is our community interested in?
- is there a core group of volunteers willing to take this on?
- is there room for improvement of content on the Wikimedia projects?
- are there external partners with interesting knowledge/content?
- are there external partners with volunteer communities of their own who might become Wikipedians?

Who to work with? Choosing partners

- GLAM-sector
  - ➢ Naturalis *Museum for Natural History,*
  - ➢ *Institute for Vision and Sound*
- Private and public organisations
  - ➢ National Parks
  - ➢ Grantmaking foundation
- Volunteer organisations
  - ➢ *Royal Netherlands Society for Natural History*
- Wikipedians in Residence
  - ➢ *Two Wikipedians in Residence developed activities around the theme nature*
- Higher education

What to do? Possible activities

- photocompetitions √
- content donations √
- editathons
- editor training √
- 'social activities' √
- new wikipedians in residence
- education programme.

Results so far

- eight new volunteers
- three new external partners
- volunteers taking the lead in cooperating with other volunteer organisations
- 1200 images through Wiki Loves Earth
- one content donation received, one planned
- competition on incorporating donated content organised
- two editathons planned, one training session planned
- 80 people trained in uploading images or writing
- 77 first-time contributors to Commons

A thematic approach to programs

Continuous programmatic work with multiple different activities.

Develop partnerships with institutions that already have a focus on that topic.

Engage new volunteers that are already actively involved in that topic.

Other resources

- Logic Models: Page on Evaluation Portal.
- Glocalization: article on Wikipedia.
- Agenda Setting theory: article on Wikipedia.
- Impact, Influence, Leverage, & Learning (I2L2) Outcomes Framework
- Further resources shared by WMDE:
  - Free Knowledge Advocacy Group EU
  - WMDE Logic Model EU Advocacy
  - Advocacy Change Model
  - Measuring Outcomes thru Change Models
- How to make a problem tree? By Wikimedia Argentina.