3. The Wikipedia Library
Activities focus on supporting content growth through different segments of users

Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific enablement of super-users

Learning & Evaluation
Informing data-driven decisions for movement leaders
Growth of a library

Wikipedia Community  ⟷  WMF Individual Engagement Grant  ⟷  WMF Program
**Trajectory:** From the Community to Community Growth

**IEG:** supported an experimental community project
- build capacity and organization
- define specific support roles
- encourage higher-impact outreach
- focus on access

**WMF:** mentor and scale the program
- streamline and document processes
- onboard and training volunteers
- harness momentum to attract more partners
- lay foundation to build globally

**Community Growth:** cultivate global network
- support local language satellites
- respond to local needs with local leadership
- provide training, metrics and analysis, organizational expertise
## Support super-users globally with access partnerships

### Expand Quality Content

**Superusers are prolific creators of good content**

- JSTOR, Oxford University Press, BMJ, Elsevier
- 37% increase in citations to partners
- JSTOR provides access to Persian Wikipedians
- Visiting Scholar Wehwalt creates 14 FAs

### Grow Healthy Communities

**Volunteer coordinators manage local projects**

- Arabic book pilot
- Chinese open resources catalogue
- German De Gruyter signups
- Chapter and WIR initiated partnerships

### Empower Communities’ Capacities and Competencies

**Support and mentorship increase global capacity**

- Satellite setup guide
- Initiative process pages
- Centralized metrics
- Successful partner pitches
- Blogs and social media
## Q2 goals and status

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure of success</th>
<th>ETA</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
</table>
| High-touch focus on major journal partners           | * Add 5 major partners  
* Add a non-English partner  
* 19 total partners                                                              | Jan 2014 | ✓ Done          | Grew from 14 to 24 partners Elsevier, MIT Press, +JSTOR, +OUP De Gruyter English-German resource             |
| Open global satellites to any community             | * Add 3 new global branches  
* Same day global signups                                                           | Jan 2015 | In progress     | Added German branch Recruited 20+ global coordinators, Created Setup guide Same day signups achieved          |
| Train volunteers to process and manage signups       | * 5 new coordinators                                                             | Jan 2015 | ✓ Done          | 8 new coordinators Process pages & defined roles                                                             |
| Develop reference tech                              | * WikipeDPLA extension  
* Library Card Platform spec  
* Linkypedia 2.0 spec                                                                | Jan 2015 | ✓ Done          | WikipeDPLA chrome extension Specced library card platform Specced Linkypedia 2.0                           |
| Outreach through presentations                      | * Present at 5 major conferences                                                  | Jan 2015 | ✓ Done          | Presented at CNI, Charleston, ALA, MARAC, NY Metro, and OCLC                                               |
# Metrics: The Wikipedia Library

<table>
<thead>
<tr>
<th>Metric Totals (as of)</th>
<th>IEG 1 (Dec 2013)</th>
<th>IEG2 (July 2014)</th>
<th>WMF 1 (Jan 2015)</th>
<th>WMF 2 (Aug 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts issued</td>
<td>1918</td>
<td>2917</td>
<td>3725</td>
<td>5250</td>
</tr>
<tr>
<td>Unique users</td>
<td>1134</td>
<td>1627</td>
<td>2021</td>
<td>2500</td>
</tr>
<tr>
<td>Partners</td>
<td>5</td>
<td>14</td>
<td>24</td>
<td>35</td>
</tr>
<tr>
<td>Donation value</td>
<td>$570k</td>
<td>$1.4 mil</td>
<td>$2.8 mil</td>
<td>$4 mil</td>
</tr>
<tr>
<td>Global Branches</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Volunteer coordinators</td>
<td>2</td>
<td>2</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>Staff (full-time equiv.)</td>
<td>1.25</td>
<td>1.5</td>
<td>2</td>
<td>2.25</td>
</tr>
<tr>
<td>Increased links to partners</td>
<td>n/a</td>
<td>n/a</td>
<td>14,840 (avg +37%)</td>
<td>20,000 (avg + 40%)</td>
</tr>
</tbody>
</table>
What we learned: Wikipedia Library

- High-touch outreach matters and outreach has scale effects
- We don’t know how links are used or what resources communities have
- Global growth requires local advocates and consultation
- Specific roles and documentation permit delegation
- Scale is limited by manual processes without technical leverage
- Librarians and universities are surprisingly willing allies
- We’re lacking GLAM and Open Access capacity despite demand
# What’s next for Q3 and Q4

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure of success</th>
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<th>Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Add major partners (including non-English) and extend reach</strong></td>
<td>* Add 5 major partners</td>
<td>Aug 2015</td>
<td>Use refined pitch material&lt;br&gt;More editors contacting partners&lt;br&gt;Leverage partners in network</td>
</tr>
<tr>
<td></td>
<td>* Add 5 non-English partners</td>
<td></td>
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<tr>
<td></td>
<td>* 1500 users, 500 new users</td>
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<tr>
<td><strong>Start global satellite rollout</strong></td>
<td>* Add 10 new global branches</td>
<td>Aug 2015</td>
<td>Start with interested communities&lt;br&gt;Customize and refine to local needs&lt;br&gt;Focus: Arabic, Spanish, Telugu</td>
</tr>
<tr>
<td><strong>Train volunteers to run own branches</strong></td>
<td>* Onboard 15 global coordinators</td>
<td>Aug 2015</td>
<td>Use satellite setup guide&lt;br&gt;Provide metrics support</td>
</tr>
<tr>
<td></td>
<td>* Outreach, Comm, Technical coord</td>
<td></td>
<td></td>
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<tr>
<td><strong>Develop reference tech</strong></td>
<td>* Echo notifications built</td>
<td>Aug 2015</td>
<td>Tell users they are eligible&lt;br&gt;Solicit feedback from WMF tech&lt;br&gt;Connect with GLAM tools</td>
</tr>
<tr>
<td></td>
<td>* Library Card Platform reviewed</td>
<td></td>
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<tr>
<td></td>
<td>* Linkypedia 2.0 team funded</td>
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<tr>
<td><strong>Extend our network of influence</strong></td>
<td>* Present at 5 major conferences</td>
<td>Aug 2015</td>
<td>WikiConfUSA, Wikimania, ALA&lt;br&gt;University Library outreach guide&lt;br&gt;OCLC partnership</td>
</tr>
<tr>
<td></td>
<td>* GLAM, University, and OA coords</td>
<td></td>
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<tr>
<td></td>
<td>* 5 new visiting scholars</td>
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