

Wikipedia towns - Logic Model

Situation

We learnt from Umepedia that focusing on one geographical location benefits our programs, especially in GLAM and education. The successful outcome of the project has lead to a lot of interest from other cities, from which 5 cities, where we have a sound volunteer base, have been prioritized for 2015.

Priorities

Activations of existing and increase of number of volunteers

Forming coalitions with partners in the different cities, especially with educational and GLAM institutions

Local topics to increase engagement of local groups

INPUTS

What we invest

Staff time
Volunteer time
Travel costs
Knowledge about the Wikimedia projects
Educational brochures
Swag and give-aways
Technical skills

OUTPUTS

Participants Activities Direct Products

Who we reach

Wikimedians
GLAM institutions
Educational institutions
General public
Media
Local experts
Companies
Local organizations

What we do

Conduct meetings (edit-a-thons, meet-ups etc.)
Organize online events (contests, support etc.)
Develop targeted information material
Communicate "the story" to media and public
Design QR-signs
Disseminate results to the free knowledge movement
Use GW Toolset

What we create

Community network
List of tasks for old and new volunteers
New partner relationships
Synergies between our programs
New information material
QR-signs
Uploaded files

OUTCOMES - IMPACT

Short term Intermediate Long-Term

Results in terms of Learning

Empowered volunteers
Better coverage of local content
GLAM and educational professionals know how to contribute
Learning patterns on how to organize Wikipedia Towns *en masse*
Extended network for WMSE
More positive attitudes towards WP from general public
External funding opportunities

Results in terms of changing Action

New users
Experts contribute to the WikiProjects
Sources and content are added
GLAMs contribute with local material
Educational institutions integrate WP in assignments
New partners get involved

Results in terms of change to the Conditions

Community is boosted
Higher quality of articles
All vital articles in local topic are covered
High quality content donations
Increased diversity
Educator base is established and retained
Local innovations with Wikimedia projects
New Wikipedia towns self organize

Assumptions

External Factors

Evaluation

Identification - Design - Implementation - Completion/Follow-up