

WLM 2017 Offsite - Day 3

What do we want to achieve by the end of today?

- What to work on in 2017? (big projects/efforts)
- Who will work on what in 2017?
- Longer term vision for WLM (where do we want to be in 5 years?)

Wiki Loves Monuments International Mission

Goals

- (1) freely document and raise awareness of built cultural heritage,
- (2) increase contributions to the Wikimedia projects, and
- (3) bolster local Wikimedia communities

by

Method

leading and facilitating
a
global
annual
federated
low-barrier
photo competition

Survey themes

- Areas that some people indicated didn't work in 2016:
 - News and Media
 - Partners
 - Sponsors
 - Coordinating with WLM in other countries
- Some people believe they did not have the resources they need to run a successful campaign

Survey themes

From people who **organized** in 2016:

- Challenges:
 - Volunteers
 - Getting a list of protected monuments
 - Technical trouble (websites, upload forms, stats)
 - Wikimedia Commons
 - Finding sponsors/partners
- What should change:
 - Partnerships
 - Helping beginners
 - Focusing on valuable photos
- How can the international team help:
 - Prizes
 - Technical tools (stats, jury)
 - Resources for organizers (collateral, guides)

From people who **did not organize** in 2016:

- Why
 - Burnout
 - Monument list
 - Diminishing returns
 - Trouble with Commons
- How can we help?
 - Share ideas
 - Help with logistics
 - Get more volunteers
 - Provide the monuments list

SWOT summary

Strengths

Attractive brands connected to Wiki Loves Monuments
Visual attractive results (cool photos)
Global (international, decentralized, diverse)

Opportunities

Wikidata (visualization, lists, better data)
Partners (gov, press sponsors)
Wikimedia Foundation (project management, tools, workload, scalability, outreach, prizes)

Weaknesses

Sustainability (content usage, retention, documentation)
Undervalued (under appreciated & underutilized)
Conflicts in the Wikimedia projects (infighting)
Volunteer burnout

Threats

Politics (FoP and copyright)
Loss of attractiveness (lose world record, lose volunteers, lose status, domino effect, bad images, outside competition)
Commons (losing photos due to deletions, losing users due to bad interactions)

Working group brainstorming

The task

Split into small groups (1-2):

- Identify one problem that you think is important for the international team to work on (Why? How? impact?)
- Work on it for 20 minutes
- Give a pitch to the full group

Proposed working groups

Organizer
support

International
jury

Technology

Partnerships &
sponsorships

Miscellaneous
(?)