

SWOT analysis for educational projects

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> ● Ongoing activities with schools; an average of 2-3 projects a year in Trentino, Emilia Romagna, Lombardy; ● Know how now consolidated enough for organic work with schools (classes for teachers and students, work on curricular articles, evaluation of student work) an engage in new initiatives;; ● Members have direct contacts with schools, regional school boards, tourism boards, etc., as well as with school principals. 	<ul style="list-style-type: none"> ● Gender gap; ● Results are difficult to measure (specially the level of learning); ● Some projects did not generate a positive outcome (e.g. the Summer school in Bergamo); ● Lack of involvement by local authorities (despite the good results with DeGasperi high school, the Province of Trento has not been involved); ● Lack of active members on projects for schools across Italy; ● Lack of promotional push (coordination, action program, presentation material, projects standards, kits designed specifically for schools); projects often depend of the social network of the members involved (e.g. Trento).; ● There are limited contacts with universities.
<i>Threats</i>	<i>Opportunities</i>
<ul style="list-style-type: none"> ● The content of the projects are related to school programs, not linked to students' interests. Students can see Wikipedia as boring because associated with school; ● Teachers negative attitude: teachers still show doubts towards Wikipedia; they often consider an untrusted source; they don't always perceive Wikipedia's full potential; ● The students who get to know Wikipedia at school then, presumably, change their username, making it difficult to follow their activities after projects; ● Schools have limited resources. 	<ul style="list-style-type: none"> ● Wikipedia training projects with schools show a strong positive response (much stronger strictly educational projects). This represents an opportunity for that specific kind of projects; ● Principals have good contacts for receiving funds. This represents an opportunity for projects in schools or universities where WMI has a direct contact with principals; ● Schools' self-management/autogestione groups are more open to unconventional training and could be targeted for suggesting Wikipedia courses; ●