GLAM online course– Logic Model

Situation

Argentina is a very large country. Wikimedia Argentina hasn't got enough resources not just to promote their GLAM activities and projects around Argentina, but to provide the skills needed by the institutions and engage them into a stable and sustainable community.

Priorities

To position WMAR's GLAM projects within our partners

To build a new sense of culture within our cultural partners

Generate a community of cultural leaders within the institutions

INPUTS

OUTPUTS
Participants - Activities - Direct Products

OUTCOMES - IMPACT
Short term - Intermediate - Long-Term

What we invest

Staff time

Volunteers' time

Cultural expertise skills

Virtual proposals know-how

Previous analysis of the situation to determine the needs

Merchandising

Who we reach

Cultural partners

Curators

Regional Wikimedia community

What we do

To teach curators and cultural references regarding Wikimedia GLAM program.

Build work groups inside the cultural institutions

To support new activities in cultural institutions

What we create

An online course to improve the knowledge regarding WMAR's GLAM program.

To build a cultural community as WMAR's GLAM program promoters

New cultural materials regarding Argentina's heritage released.

Results in terms of Learning

Cultural institutions improve their knowledge about free culture and Wikimedia projects.

New cultural institutions get interested

Learning patterns on how design an online proposal for cultural partners

Regional Wikimedia community empowered and interested

Results in terms of changing Action

Curators and cultural references improve their skills and build a new senses of culture.

New activities carried out within the cultural institution.

Release of new quality content and materials.

Results in terms of change to the Conditions

New users and editors

Reach new audiences

Improve quality content in Wikimedia projects

Long-term project

Scaling up

Increase diversity

New community engaged

New partners

Assumptions

External Factors

Evaluation
Identification – Design – Implementation – Completion/Follow-up