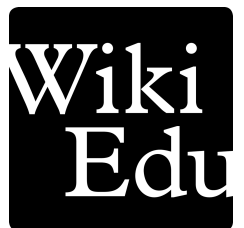


# Communications Quarterly Review: July 18, 2014

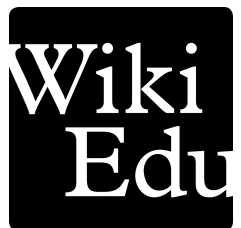


# Agenda

- Review of last three months' work
  - Communications plan (30 min)
  - Visual identity (10 min)
  - Website (10 min)
  - Presentations (5 min)
  - Work with Cooperative (5 min)
  - Work with academic associations (20 min)
  - Surfacing good student work (20 min)

# Agenda

- Next
  - Discipline-specific brochures (10 min)
  - Wikimania (5 min)
  - Other upcoming (10 min)
  - Transition to Programs (10 min)
  - Open time for other questions not covered earlier (10 min)
- Fun team dinner!



# Communications Plan

- Goals:
  - Keep stakeholders informed
  - Support programmatic work
  - Attract more funders
  - Improve the perception of student work on-wiki
  - Foster partnerships

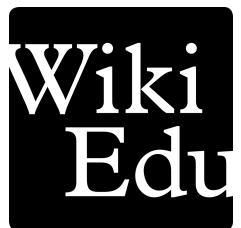


# Channels

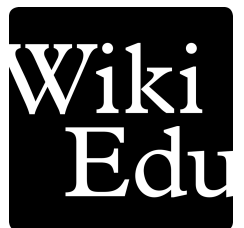
- Website
- Blog
- Meta
- Monthly Reports
- Mailing lists
- Social media

# Style Guide

- Wiki Education Foundation or Wiki Ed
- Our website is Wiki-e-d-u dot org
- We support the Wikipedia Education Program United States and Canada
- Ambassadors, instructors, and student editors
- We will always use pages, words, or reams as a measurement of student contributions, not bytes or characters

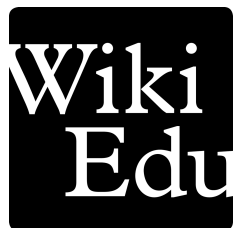


**Open questions on  
communications plan?**



# Visual identity

- Design mandate:
  - Encourage content creation for Wikipedia as a learning opportunity
  - at universities and educational institutions in the US and Canada
  - with simple, flexible graphic ideas,
  - supported by a design system that
  - identifies the Foundation
  - encourages awareness and participation, and
  - functions across multiple channels





hi-res PNG version of  
MARK2 wiki\_edu mark  
scaled to 1.5 inch square



hi-res PNG version of  
MARK3 wiki\_edu mark  
scaled to 1.64 inch square  
with 1.5 inch square interior mark



# Current assets

- Logo mark
- Letterhead
- Slide decks
- Sticker design
- Brochure placement
  
- *What other assets would be useful?*

**Visit website for this  
part of the  
presentation!**



# Presentations

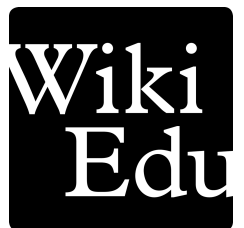


# Cooperative





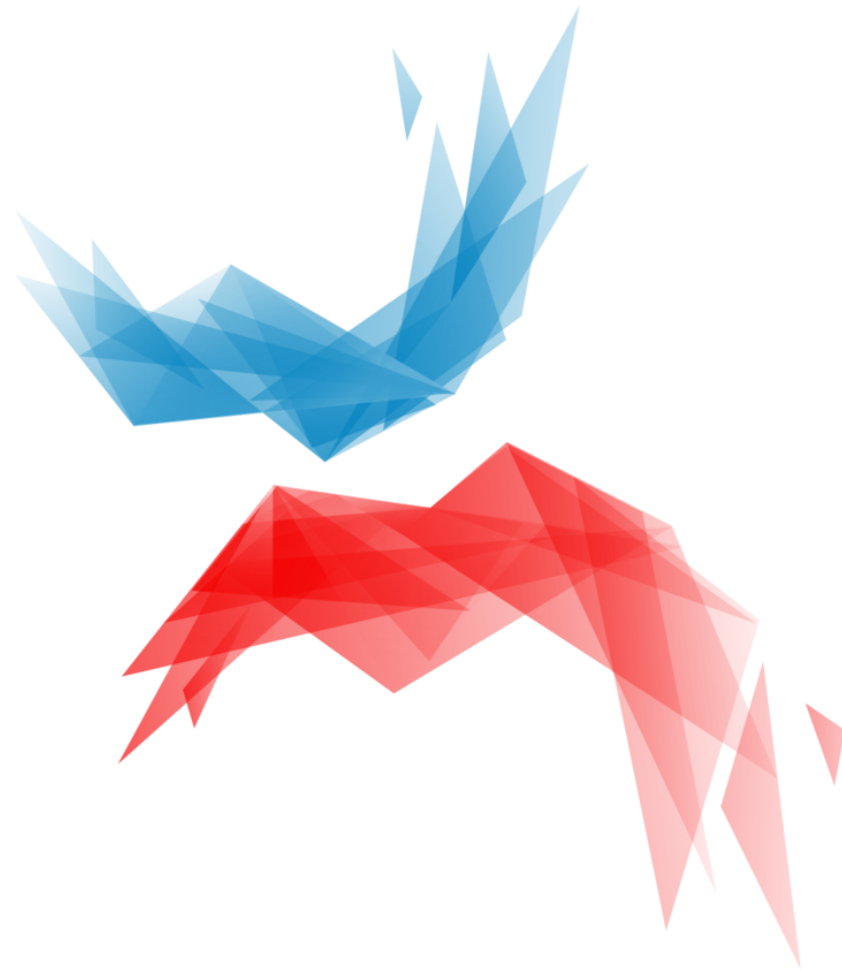
# Academic Association Partnerships



# APS, ASA, and NCA

- Current status
- Challenges
- What we talked about
- Next steps





**WIKIMANIA**  
2014



# Also upcoming

- Honor society pilots
- Transition to programs