



Libraries as Community Memory:

The Ulwazi Programme

Grant McNulty

The Ulwazi Programme

- What is the Ulwazi Programme?
- Goals of the Programme
- Ulwazi Programme Model
- How does it work?
- Special Projects
- Ulwazi Programme Stats
- Challenges
- Achievements



What is the Ulwazi Programme?

- Initiative of the Libraries & Heritage Department of the eThekweni Municipality
- Programme to collect and share local knowledge and histories in local language
- Conceptualised by ex-Head of IS, Betsie Greyling
- Insufficient management systems for local knowledge perpetuates lack of local content on the Internet
- Poor digital literacy in local communities



What is the Ulwazi Programme?

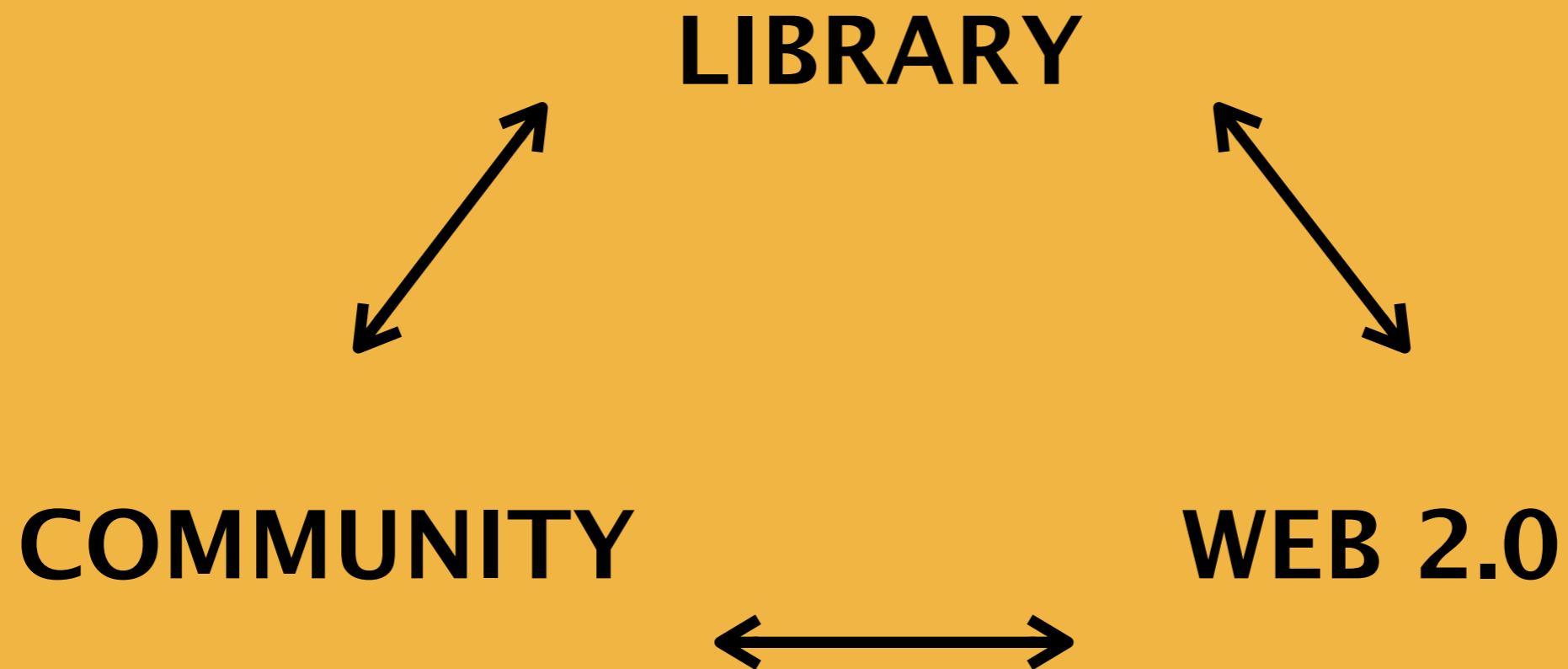
- Developed inline with UN Millennium Development Goals and the WSIS Action Plans of 2002/03
- Calls for access to info for all, capacity-building and development of local content in local languages
- Potential of the existing library infrastructure to facilitate the participation
- Developed by McNulty Consulting using MediaWiki, in collaboration with the public library and the community
- Local wiki for eThekweni Municipality



Goals of the Programme

- Preserve and share local knowledge
- Build capacity in digital skills
- Develop a sustainable digital library of local relevance and in local language
- Encourage local communities to become part of the global information society
- Promote social inclusion and contribute to socio-economic transformation

The Ulwazi Programme Model



The Ulwazi Programme Model



Community

- Hold Knowledge
- Validate
- Contribute



Library

- Infrastructure
- Support
- Resources
- Funding
- Facilitate Training



Technology

- Open-source
- Social Media
- Mobile Devices



Community Participation

The Community?

- **Fieldworkers are key:** trained in oral history methodology, basic digital media skills and MediaWiki
- Volunteer fieldworkers, community members, record knowledge and histories
- Formal researchers from heritage and library departments, universities, local museums, community development projects
- Special target groups such as artists, community historians, poets, writers
- Schools





Library

The Library

- Anchor partner – stable position (community and government structure)
- Uniquely placed
- Offers infrastructure and resources
- Facilitates training
- Supports the technology and data collection
- Provides content management and information skills





ULWAZI blog SUBSCRIBE TO THE RSS FEED

Community News | New Submissions | Of Interest | Requests | Ulwazi Programme

FEATURED
New Submissions, Ulwazi Programme
Umbumbulu Oral History Interview
 Last Friday Zanele and Bonglwe conducted an oral history interview with a sangoma in Umbumbulu. A core component of the Ulwazi Programme is the transference of digital skills. This process

Community News
Mafukuzela Day at Ohlange High School, Inanda
 Posted on 03 March 2011

John Langalibalele Dube was a publisher, an educator, an editor and he the founder of Ohlange High School at Inanda. John Dube was also known as Mafukuzela named by the community of Inanda. Mafukuzela died on the 11th of February 1948. The Mafukuzela Day was started on the 11th of February 1958 by Reverend BK Mndandla who knew Mafukuzela because he used to visit his church during Easter service. He saw that it was important to commemorate the life of JL Dube for his commitment in helping other people in the community. This day is an important part of the school calendar. The school invites the members of the Dube family, the founder of the celebration Rev BK

COMMENTS | FEATURED | TAG CLOUD

- Ulwazi Web Editor: Hi Ashraf. Thanks for the compliment
- Ashraf: Hi Steve and folks great stuff. keep it up. we ...
- Pat: wow! that's a lot of visitors. well done to betsi...
- Thando K: this is impressive and the way government should ...
- phasha mL. UNIVERSITY OF LIMPOPO: THE IKS PROJECTS WICH WILL END UP BEING A STUDY CO...

Photos from our Flickr stream

[See all photos](#)

Technology in Action



Open-source and Social Media

- Combination of open-source software and social media
- Open-source software: freely available, no licensing fees and a common philosophy of sharing
- Social media: used to create new entry points for the programme, including:
 - Facebook, Twitter & Flickr
- Although **search results** are main entry point

Going Mobile

- Great increase in mobile internet access
- Ulwazi Programme available on mobile phones
- Scaled down version of Ulwazi Wiki automatically presented on mobile phones and tablets
- Currently, 74% of visitors access the website through a mobile device



How the Programme Works



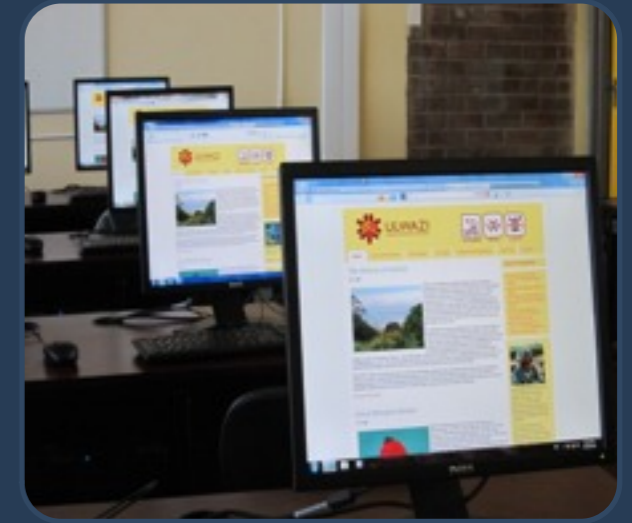
Planning

- Research
- Design
- Budget
- Promotion
- Target Areas



Implementation

- Selection
- Recruitment
- Training
- Data Collection
- Content Management
- Media Management



Sustainability

- Organisational Structure
- Project Management
- Technology Management
- Fieldworker Management
- Equipment Maintenance
- Promotion

Process





Special Projects



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Schools Project



McNulty
CONSULTING


Schools Project

- Grade 10 to 12 IT students at township and rural schools around the eThekweni Municipality
- Taught basic web and research skills (email, adding content online, finding info on the Internet)
- 8 weeks long, extra-mural activity
- Thematic approach: School History, Family Histories, Places of Significance and Aspects of Local Culture
- 4 articles to the Ulwazi Community Memory Wiki
- Online test with certificates

Heritage Map



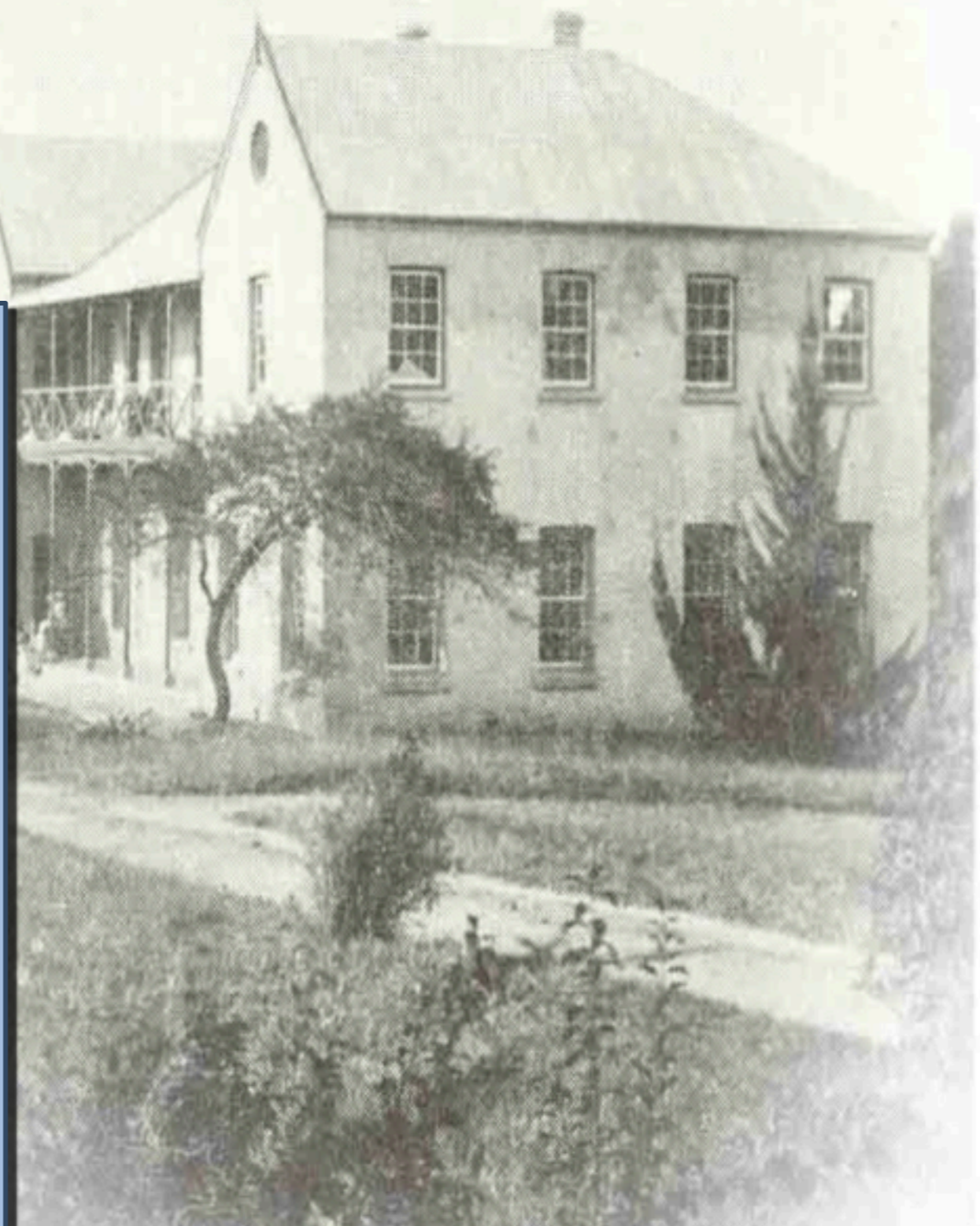
Cato Manor



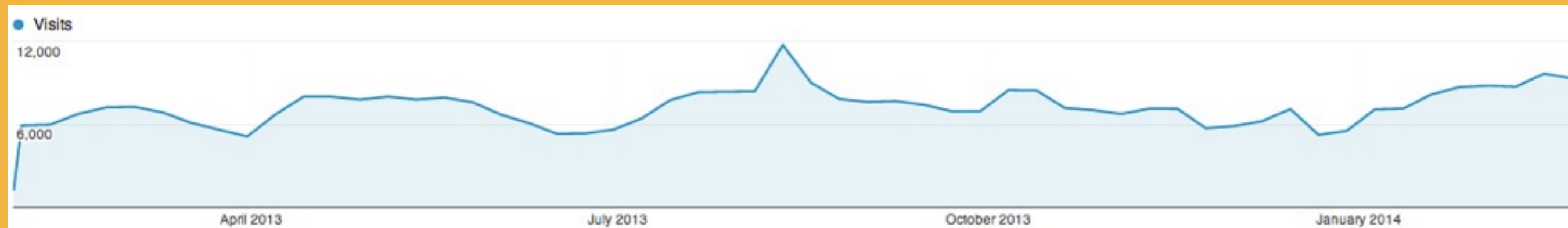
Description
Situated about ten kilometers from the centre of Durban, Cato Manor is an area rich in cultural and political heritage.

[Read more ...](#)

The screenshot shows a digital map of Durban, South Africa, with various heritage sites marked by red icons. A callout window is open over the Cato Manor area, displaying a historical photograph and a text description. The map includes navigation controls and map style options (Map, Satellite, Hybrid).



Weekly Visitors: Feb 2013 - Feb 2014

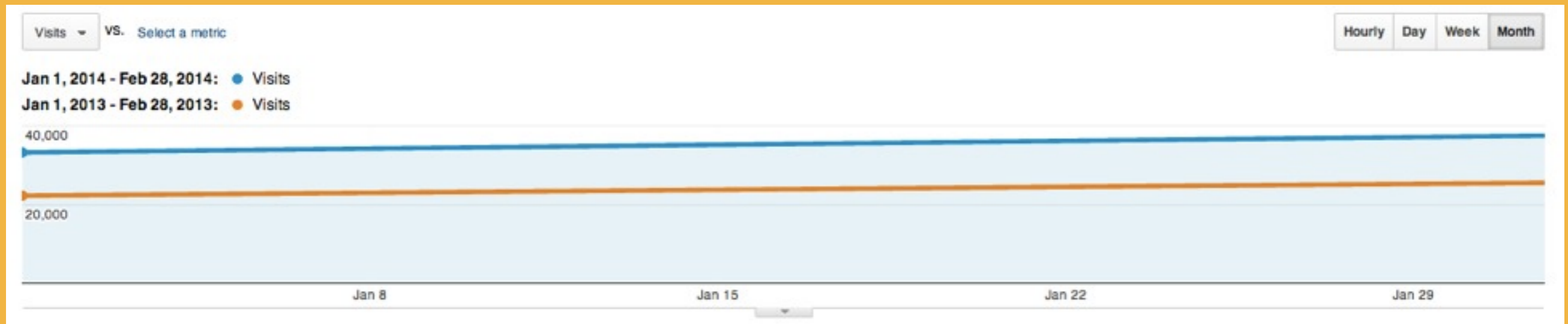


February 2009 – February 2010: **21, 125** visitors

VS

February 2013 – February 2014: **309, 386** visitors

Visitors: Jan 2013/4 - Feb 2013/4



Visits

48.07%

70,746 vs 47,780

Unique Visitors

39.74%

54,491 vs 38,995

Pageviews

57.82%

143,749 vs 91,084

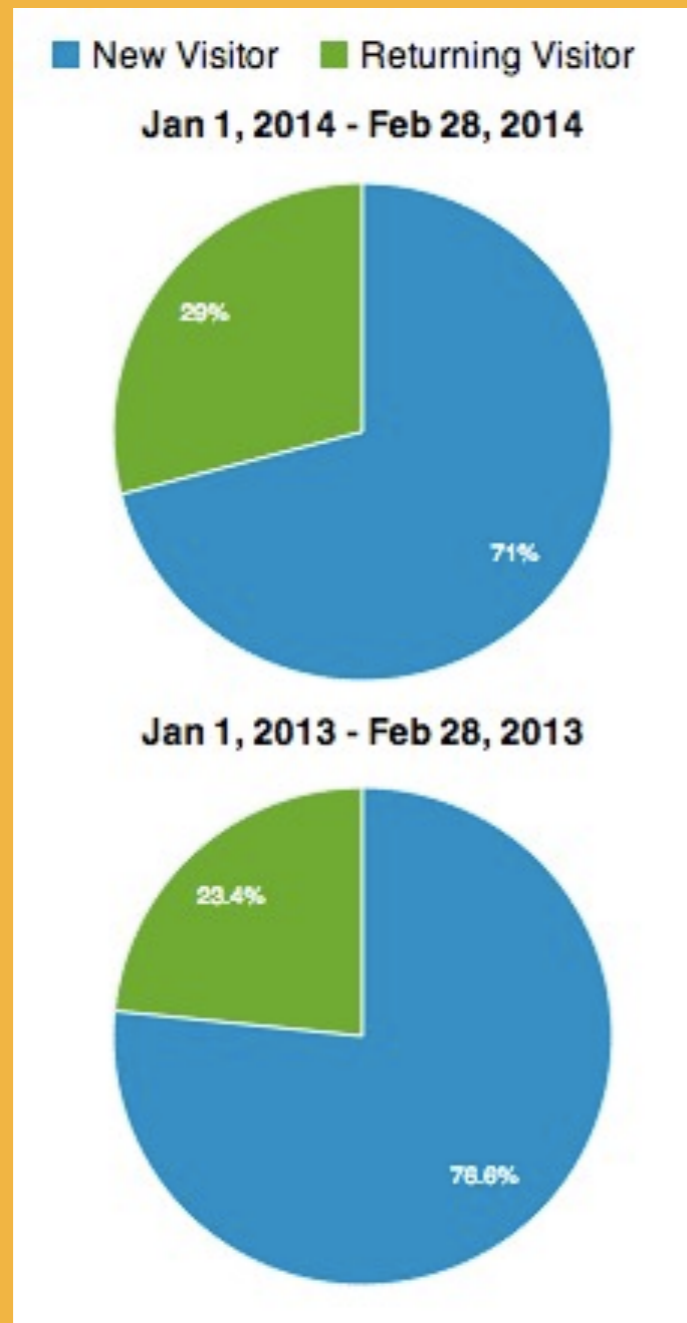
Avg. Visit Duration

21.35%

00:02:22 vs 00:01:57

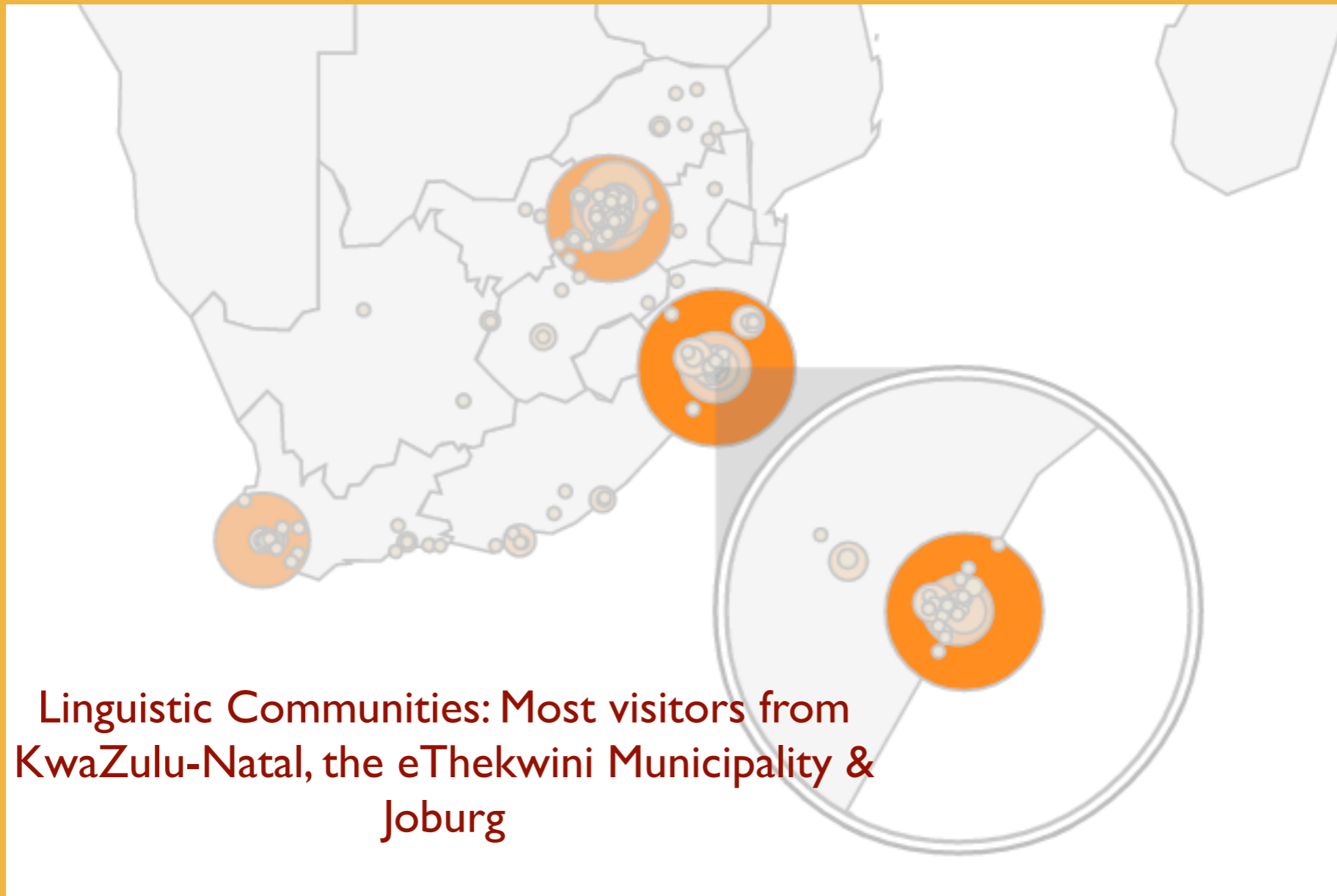
- 48% more visits
- 39% more visitors
- 57% more pageviews
- 21% increase in time on wiki

New VS Returning Visitors



- Visitors are finding worthwhile content on the Ulwazi Programme Wiki
- They are returning to it as a source of information
- 6% increase in returning visitors

Visitors: South Africa



Analytics: Keywords & Content

Keyword	Visits	↓
1. (not provided)	2,607	
2. umemulo	Coming of age ceremony	2,289
3. umembeso	Part of lobola negotiations	1,217
4. soji recipe	Indian dessert	1,075
5. izaga	Zulu proverbs	913
6. ulwazi		829
7. zulu houses		822
8. izinganekwane	Zulu folktales	638
9. amaphupho	Dreams	597
10. soji		539

Keyword	Visits	↓
11. izithakazelo	Clan praises	508
12. umhlonyane	Coming of age ceremony	501
13. jukskei	Afrikaans game	478
14. zulu traditional wedding		470
15. umbondo	Stage of lobola negotiations	450
16. indigenous games		447
17. izinkondlo		415
18. cynthia shange		412
19. henry cele		410
20. impepho	Spiritual herb	376

Newsletter

Feb 2013

Ulwazi Mailer February

Regular · Ulwazi Programme

Sent on Tue, Mar 05, 2013 08:47 am

67

Subscribers

Feb 2014

Ulwazi Mailer February

Regular · Ulwazi Programme

Sent on Mon, Mar 10, 2014 09:55 am

394

Subscribers

- Dramatic increase in Ulwazi Programme newsletter subscribers
- Almost six times as many subscribers
- An increase of 588%



Social Media: Facebook

Total Page Likes as of Today: 538



- 39 likes on Facebook (Jan 2013)
- 538 likes on Facebook (Feb 2014)
- 1379% increase

Achievements

- Established digital library of local history and knowledge in English and Zulu
- Promotion of South African language: over 800 articles in Zulu and English
- Increasing numbers: 35 000 (March & April 2014) visits per month, 43 922 (May 2014)
- Comparable to usage figures in large public libraries in eThekweni
- Access via mobile devices now reaching 74% of visits



