

Learning Series: PEG 2013-14

July 2014



Agenda - as questions

What was funded?

What progress was made towards strategic goals?

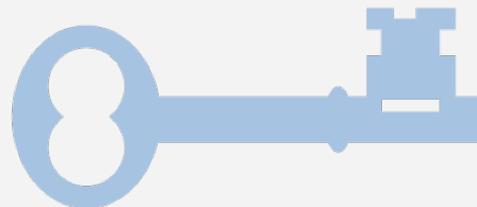
What made the most effective grants?

How were grants managed?

How are these findings be applied?

Wikimedia Foundation Grantmaking

**we believe that well-targeted resources
are the key to uncovering innovative
ideas and strategies to help achieve
the movement's goals.**



*participation online * readership * quality content * gender diversity*

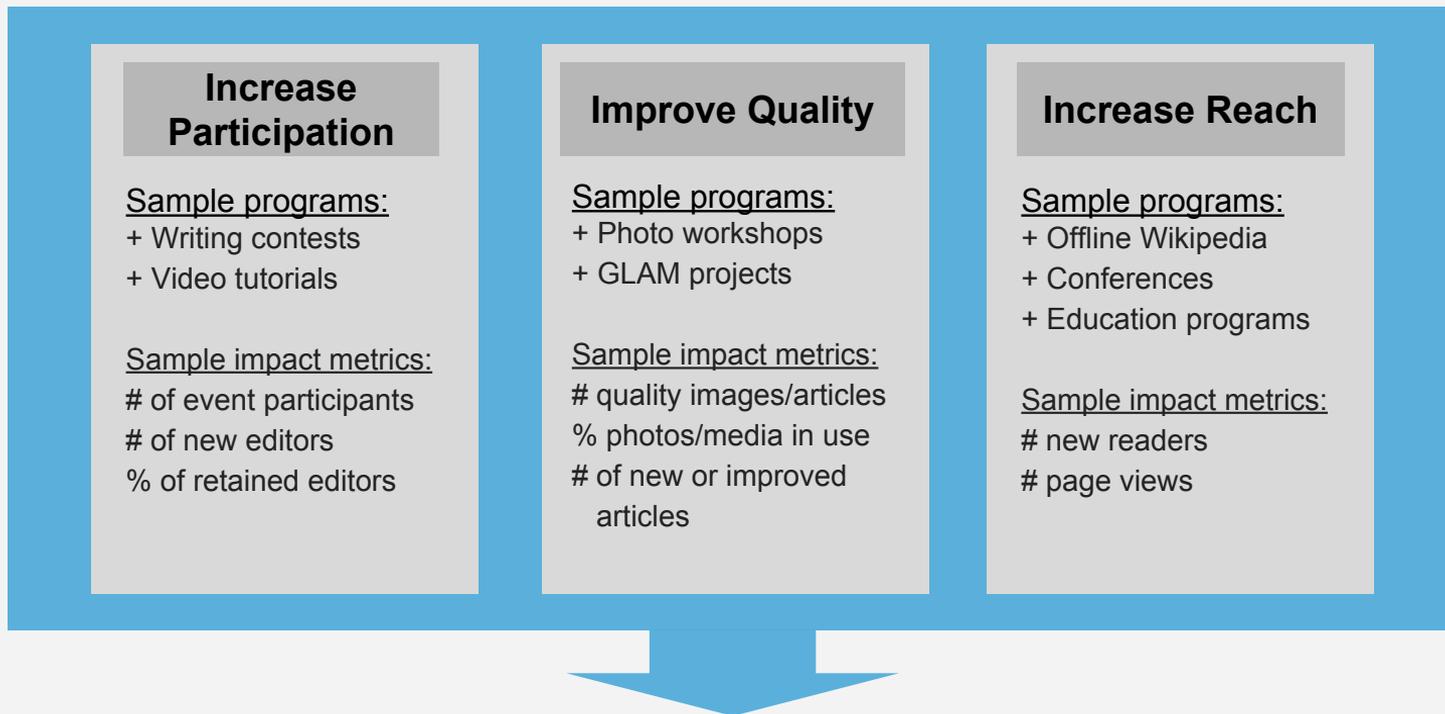
Project and Event Grants are one of the four major grantmaking avenues to enable seeding and growing of community programs



Notes: Proposed amounts from 2014-15

Source: <https://meta.wikimedia.org/wiki/Grants:Start>

Grants are given to make progress towards Wikimedia Movement strategic priorities in local areas



We looked through final reports to see how funded projects made progress towards these strategic areas

SNAPSHOT! In 2013-14, we received final reports on 36 Project and Event Grants, distributed across 36 countries

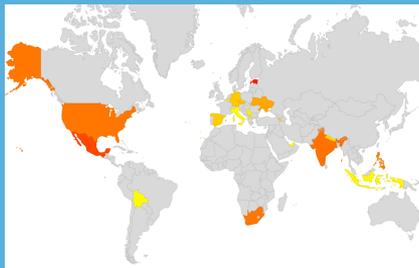
32 Wikimedia projects

- Commons, MediaWiki, WikiSource, WikiQuote, WikiVoyage
- 26 language Wikipedias



41% funds
to Global
South

19
countries

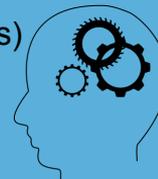


Mix of individuals, groups, and organizations

- 59% chapters
- 8% external organizations
- 17% groups
- 17% individuals

Mix of projects funded

- 8 general support (37% of funds)
- 2 tools (1% of funds)
- 5 outreach (12% of funds)
- 7 content (12% of funds)
- 10 WLM (28% of funds)
- 4 Conferences (18% of funds)



Total grant spend
\$352,508

smallest
grant
\$420

largest
grant
\$41,723

Average grant length
180 days

shortest: 1 day
Longest: 423 days



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Grants were focused mostly on increasing participation and content

Increase Participation:
number and diversity of contributors to Wikimedia projects

Acquisition of new users:

- [Loyola Women in Science and Math Editing Workshop](#)
- [Wikipedia in Serbian Schools](#)

Retention of existing editors:

- [Iberoamerican Conference](#)
- [Wikiexpeditions](#)

Improve Quality:
increase the quality and coverage of Wikimedia projects

Content generation:

- [Estonian Translation Tool](#)
- [Arabic Community Producer Prize](#)
- [Ukrainian Wikimedians to the Paralympic Games](#)

Content acquisition:

- [Digitization of Kolessa Cylinders](#)

Content quality:

- [Wikipedians Photograph EU Parliament](#)
- [‘Media Grant’ Photography Workshops and Technology Pool](#)

Increase Reach:
increase the number and diversity of viewers on Wikimedia projects

Raising awareness:

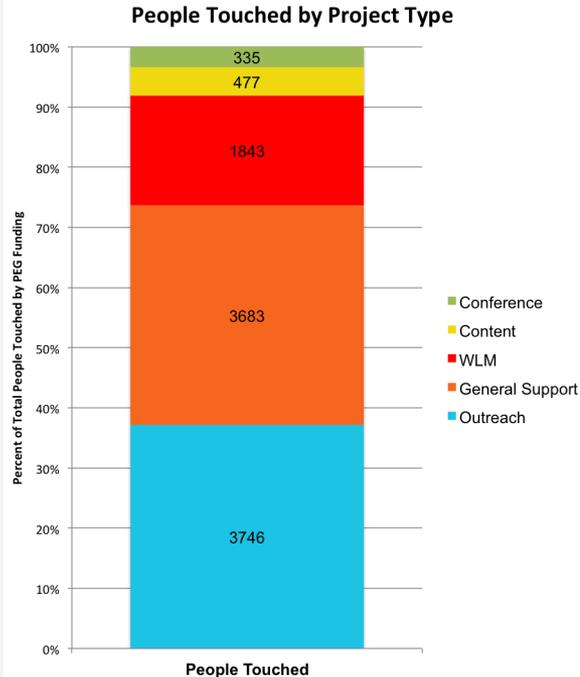
- [Wikimedians at the Kolkata Bookfair](#)

Increasing access:

- [Distribute WikiReaders to Global South Schools](#)

The 36 grants reported on in 2013-14 (\$350K) resulted in significant content added to Wikipedia projects and thousands touched

Participation



Content

Articles written/improved: 9,205

Photos to Commons: 190,531

Photos in use on other projects:
11%

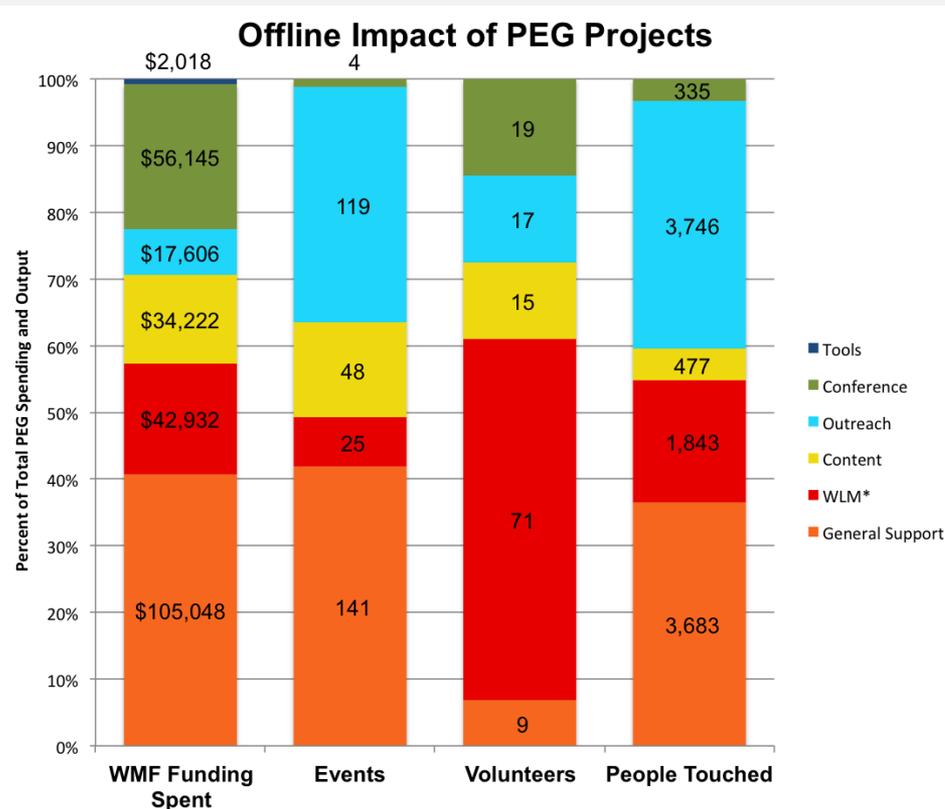
Media added to Commons: 66

PEG grantees were well suited for short, specific contests and content projects.

+ 60% PEG articles came from contests

+ 15 of 27 grantees hosted WLM, which accounted for 146,542 photos 11% in use

Participation : ~10,000 people reached, ~340 events



* WLM totals exclude WLM International grant

+ There is significant variability in the quality of engagement with 'people touched' through PEG funding.

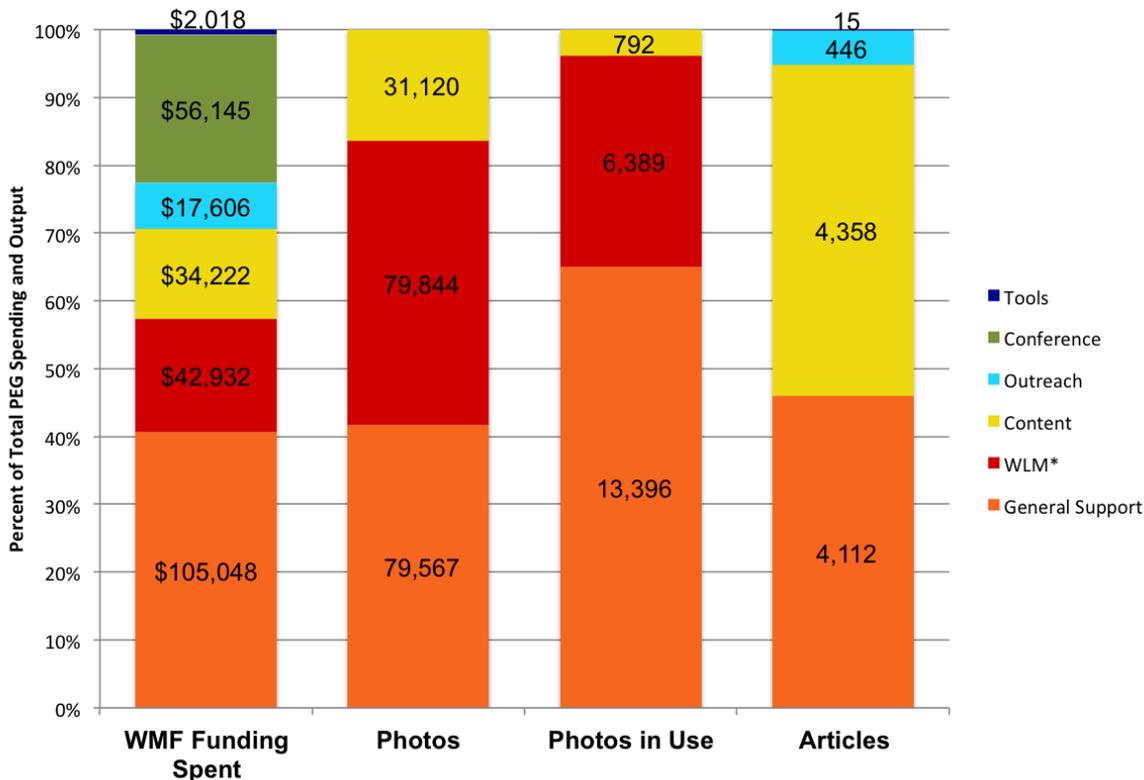
+ Programs with repeat engagement seemed to have the highest # of returns (e. g., [WM Serbia Education program](#))

+ Limited reporting on number of new users resulting from engagements

Grant applications should include **plans** to **track** and follow up with participants.

Content: 190,531 photos and 8,391 articles

Online Impact of PEG Projects



+ 60% of articles were written as part of contests

+ Content grants with a *specific focus* added high-quality media to Commons; 47% in use.

+ General support grants produced highest quality photos as a result of frequent photo events throughout the year

Project organizers can use [hidden categories](#) to collect and track use of photos and media.

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Key lessons from the grants demonstrating the best results

- 1 PEG programs should focus on **one strategic priority**
- 2 **Online writing contests** have high return and are well suited to PEG grants
- 3 The highest performing content acquisition projects had a **specific focus** and used **multiple engagement strategies**

1. Focusing on one strategic initiative resulted in clearer demonstration of results

Wikipedians in EU Parliament

Strategic Priority: Improve Quality

Goal: *get a number of **high quality, free licensed images** of MEPs and the European Parliament for use in Wikipedia articles.*

- + 48% content in use
- + 517 of 1076 photos in use on 2280 pages
- + \$15 per photo in use



Women in Science and Math Workshop

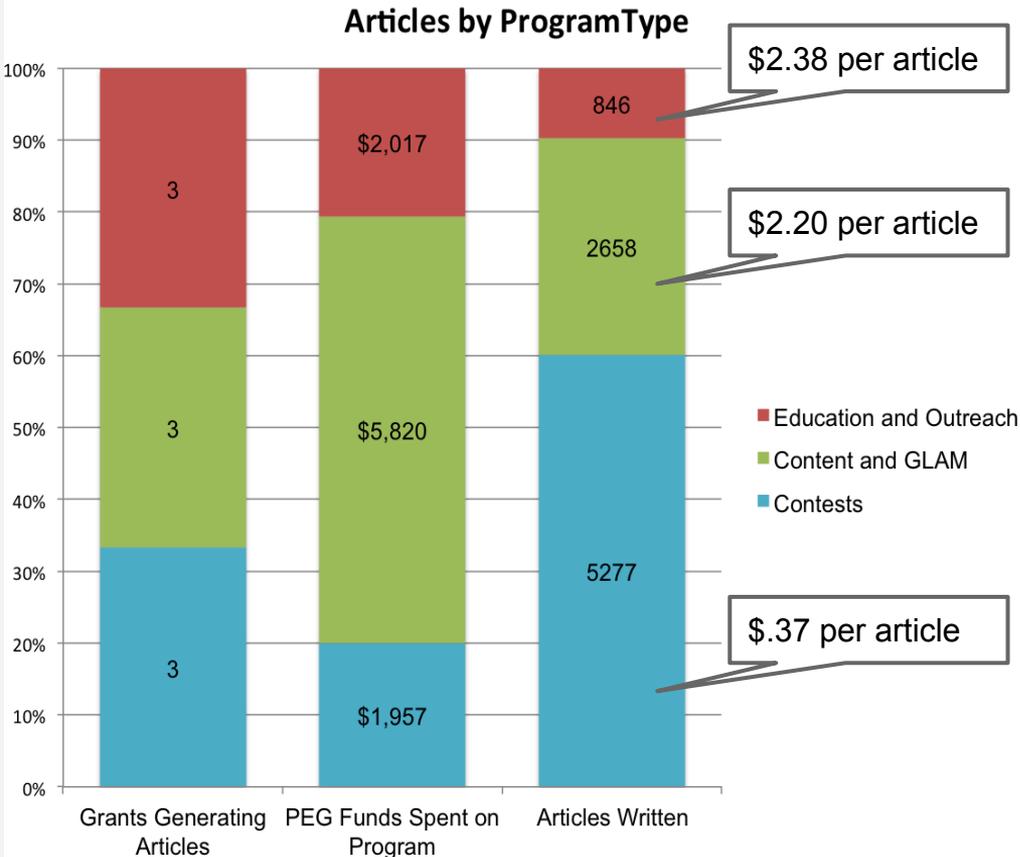
Strategic Priority: Increase Participation

Goal: *encourage college-aged women to edit by hosting editathons focused on content about women scientists and mathematicians.*

- + 3 editing workshops
- + 18 new users, 7 attending more than one event
- + 31 new articles about women scientists



2. Online writing contests bring people directly to the core of Wikipedia: editing!



WM Estonia's best results came from **short contests, focused on specific topics**

- + 7 writing contests
- + ~16 participants in each
- + produced 336 articles

WM Ukraine partnered with **sponsors who helped promote contests and fund awards.**

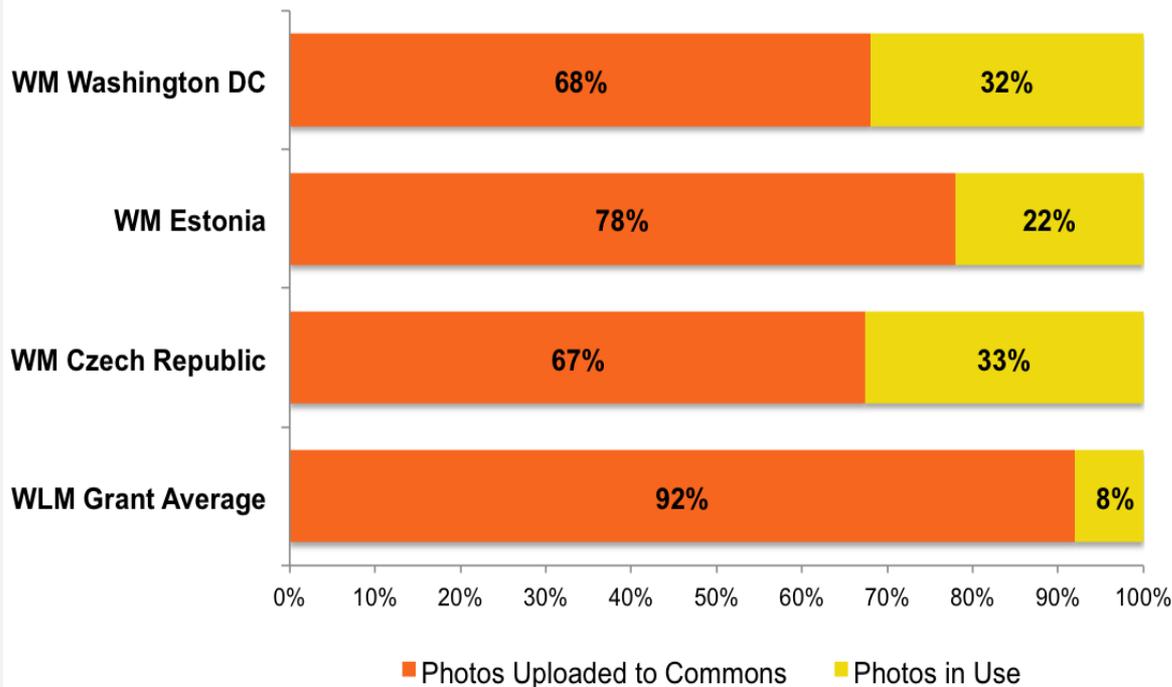
- + 3 contests
- + ~30 participants in each
- + produced 741 articles

The Community of Arabic Wikipedia Producer Prize has **run continuously since 2010.**

- + 23 participants
- + 6 month contest periods
- + 1060 images, 4200 articles, 230 templates, 1320 new categories created

3. Photo and writing contests with the highest results involved specific, identified focus areas and multiple outreach strategies

Ratio of WLM Photos in Use



+ Host **regular photo events**, including workshops, photo walks and contests

+ **Support your community** on project pages

- Link to possible resources
- Provide a list of topics that need images/articles, using [tools to identify](#) gaps
- Create a space for editors to connect and collaborate

+ Hold **edit-a-thons or thematic writing events** to use photos

+ **Track photo contest outcomes** by using hidden categories

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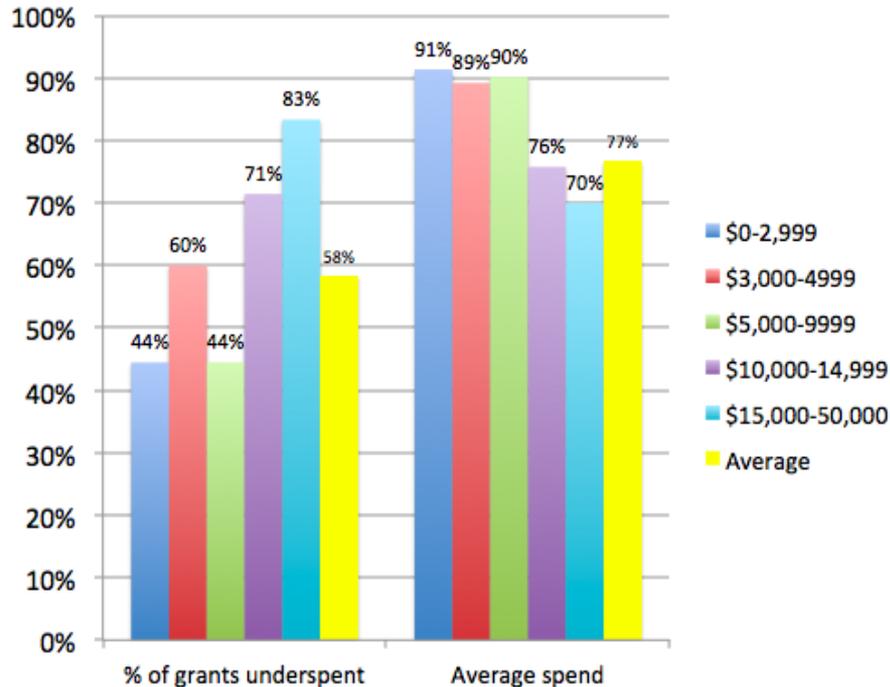
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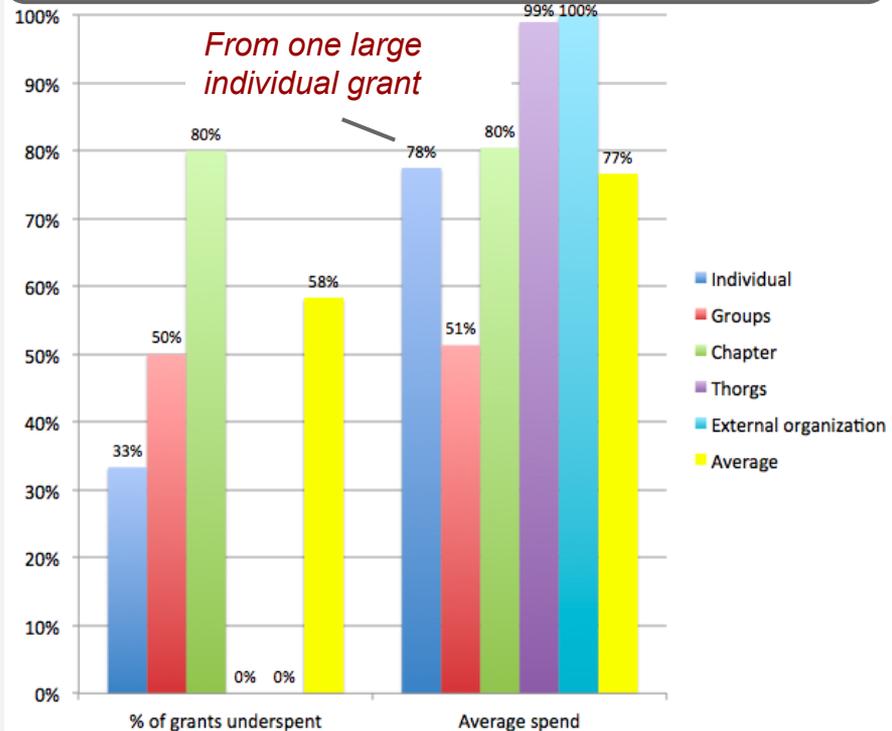
How are these findings be applied?

The larger PEG grants were largely underspent, and 80% of chapters were underspent

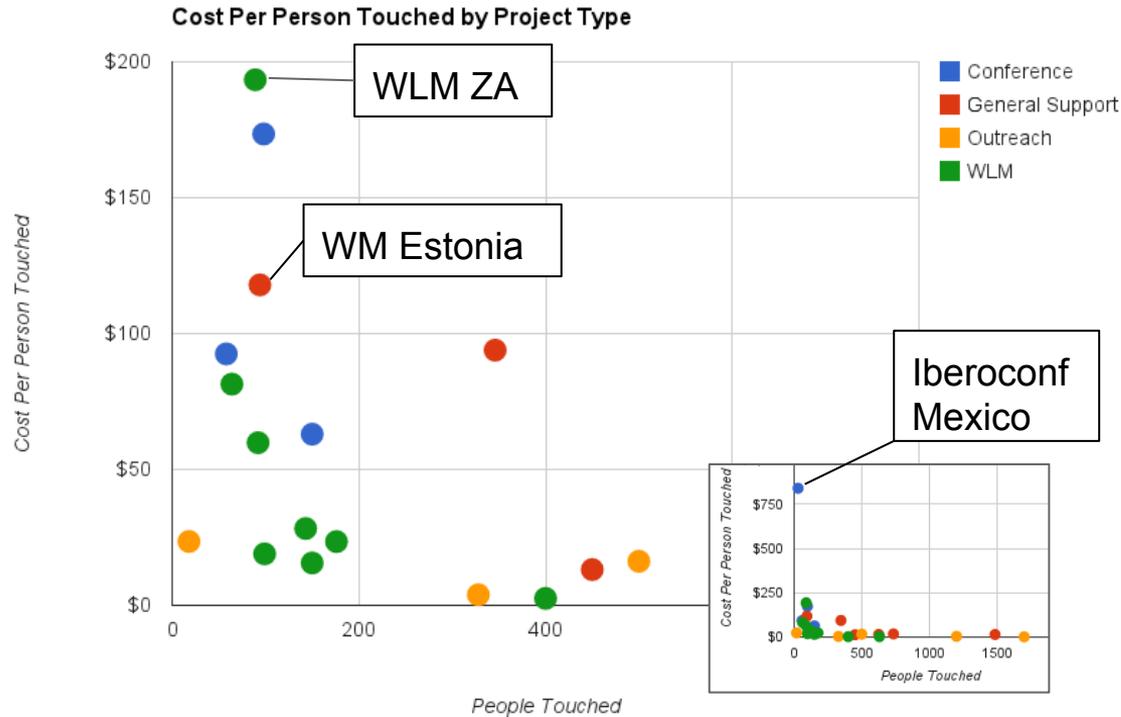
83% of the largest grants were underspent by ~30%



Chapters had the highest rates of underspend, with 80% of chapters underspending



The largest cost driver by far was travel; the value should be carefully considered



- + 19% of WM Estonia's budget went to international travel to conferences
- + 41% of WLM South Africa budget went to domestic travel
- + 85% of Iberoconf grant went to international travel

While travel can be valuable for community organizing, costs per outcome should be carefully considered

In terms of reporting, measuring against original goals was an effective way of communicating results

Start by [setting achievable goals](#) associated with your strategic priority



 [Use categories to organize](#) articles and photos created. **Share categories in your reports** in a central place.

We care (**deeply**) about how many people participate in your programs, so count heads and [take note of user names!](#)

[Display goals from proposal directly alongside](#) outcome metrics in reports

Use **tables or charts** to organize this data

Colored icons can communicate your progress toward goals

Observations are useful to explain why a goal was reached (or not)

Example

Goal: Improve Quality	Progress Toward Goal	Comments
hold 3 writing contests	2 contests	# 3 moved to October
60 new articles	68 articles	science topic very popular!
45 contest participants	21 people	users dropped in summer

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What made the most effective grants?

What are areas for improvement?

How are these findings be applied?

A few key collaboration tools exist to help guide projects to success...

IdeaLab



V2 development in progress!

[M:Grants:IdeaLab](#)

Evaluation Portal



V2 development in progress!

[M:Grants:Evaluation](#)

Learning Pattern Library

a learning pattern ¹ for: outreach, event

Six account limit



Problem:

You are going to give a workshop on how to edit Wikimedia projects or going to get students in a school or university to edit for the first time. No more than 6 people will be able to create their own accounts from the same IP.

Solution: *The solution avoids people being unable to create accounts - and hence frustrated! - and saves a large amount of time spent in trying to solve the problem during the activity.*

[M:Grants:Learning patterns](#)

Program Resources

PEG Resources

- About the Project and Event Grants
- About the Grant Advisory Committee
- Browse current and past grant reports
- Browse all grant reports
- Frequently asked questions
- All PEG program pages

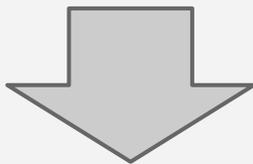
[M:Grants:PEG/Program Resources](#)

...and more resources are to come; but **we need your help!**

Best practices in Program Design

Toolkits for different programs, outlining key observations and tips by program, including:

- Estimated budgets
- Key metrics for evaluation
- Tools for evaluation
- Program execution strategies
- Collated learning patterns

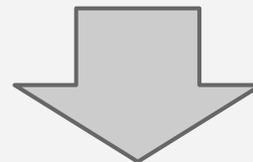


*We need **more learning patterns** documenting important execution tips and tricks*

Impact assessment by program

A high level evaluation of different types of programs, including:

- Photo Competitions
- Edit-a-thons
- Wikipedians in Residence (*NEW!*)
- Conferences (*NEW!*)
- AND MORE!



*We need the help of everyone in the movement to **submit their program data**, to give a better evaluation*

Questions to ask yourself when reviewing and executing a program

PEG Grantees	GAC/WMF
<p data-bbox="92 358 243 394"><i>Planning</i></p> <ul data-bbox="108 419 937 721" style="list-style-type: none"><li data-bbox="108 419 826 455">❑ What is your primary strategic goal?<li data-bbox="108 463 701 499">❑ Who is your target audience?<li data-bbox="108 506 937 542">❑ Do you need counsel in setting your budget?<li data-bbox="108 550 886 631">❑ Is your project closely linked to Wikimedia projects online?<li data-bbox="108 638 906 721">❑ Do you have clear measures of success? How will you find out if you meet them? <p data-bbox="92 746 455 782"><i>Execution & reporting</i></p> <ul data-bbox="108 790 966 1005" style="list-style-type: none"><li data-bbox="108 790 765 826">❑ Are you tracking the participants?<li data-bbox="108 834 966 915">❑ After the grant, did you measure against your original goals?<li data-bbox="108 922 871 1005">❑ Does your report describe the work done during the grant?	<ul data-bbox="1029 358 1843 1016" style="list-style-type: none"><li data-bbox="1029 358 1709 438">❑ Has the applicant described a clear outcome through their proposal?<li data-bbox="1029 446 1756 527">❑ Does the proposal have a clear way of engaging community?<li data-bbox="1029 535 1843 615">❑ Is the proposed budget appropriate for the project scope?<li data-bbox="1029 623 1808 704">❑ Does the applicant have a past record of success?<li data-bbox="1029 711 1798 834">❑ Does the benefit from having travel in the project, if any, merit the additional investment?<li data-bbox="1029 841 1843 1016">❑ If appropriate, does the proposal have clear on-Wiki impact? If not, does the project strategically describe its importance to the online projects?

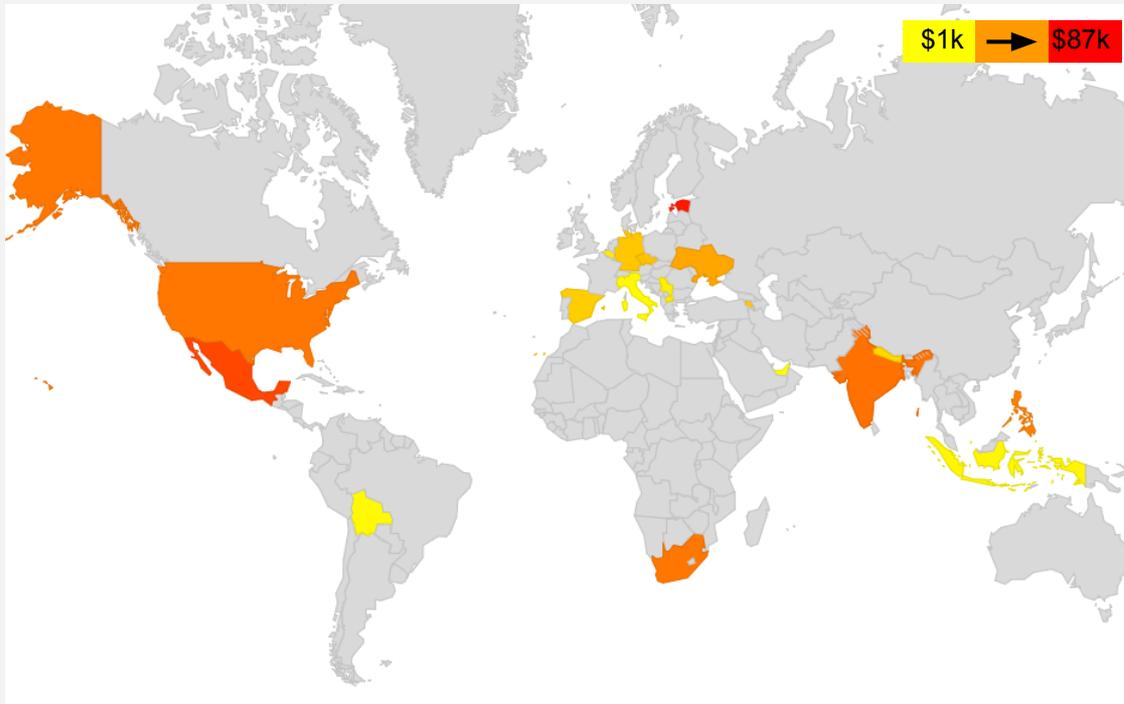
Questions?



Backup

In 2013-14, we received final reports on 36 Project and Event Grants, distributed across 19 countries

PEG Funding by Country



PEG Grants by Fiscal Year

