<u>**Wikipedia Event and Edit-a-Thon Metrics Packet:**</u>

Included:
1. *Checklist*
2. *Sign-in sheet with WMF Program Evaluation, Wiki Metrics short opt-in consent disclosure.*
3. *WMF Program Evaluation, Wiki Metrics Long opt-in consent disclosure (required to have on hand if using the short release form at events).*

Metrics Checklist

First Steps:
- Familiarize yourself with potential metrics.
    - Number of attendees, number of Wikipedians.
    - Wikimetrics tool - (bytes added, edits, number registered, pages created, "survival," and "threshold" (based on a threshold (x) number of edits).
    - Metrics on technology used and provided.
    - Qualitative: interviews, recordings, observations about venue, environment, set-up, technology.
- Choose what type of metrics you want to gather for events. Make a plan to use this set of metrics for ALL of your events, consistently.
- Choose a timeline for gathering metrics.
    - **Questions:** Will metrics be gathered on the day of events/ what metrics need to be gathered day-of?
    - Will metrics be gathered after a period has passed after an event?

For the Event:
- Designate a person to gather metrics on the day of events.
- Make sure the designated metrics-gather has access to forms or spreadsheets where they can enter the metrics gathered day-of.
- Arrive prepared to gather metrics.

Reporting:
- Designate a project space on Wiki to report your metrics publically.
- Create an internal spreadsheet where the metrics for all events are stored.
- Consider creating a report once several events have been hosted.
- Consider writing a blog post or article about your experience gathering metrics, lessons learned, and/or some results from your metrics gathering.

Wikipedia Event: _____

Date_____

SIGN-IN FORM / Wikimetrics opt-in consent disclosure – [Long form on display or easily available for reading.]

Sign here to help us learn more about how users interact with Wikipedia! If you sign up, we can observe how your username uses the Wikimedia projects during and after this event. This will help us to better measure the effectiveness of this event and similar programs.

This means that your publicly available activity and the information you share with us during this event may be processed by the Wikimedia Foundation, _____[NAME OF EVENT HOST], and _____[ANYONE YOU ARE SHARING THIS WITH] and may be transferred to or from the US and other countries that may not have the same level of privacy regulation that your country does. However, we will not share your information with third parties or publicly unless it's in aggregated or anonymized form.

Name	Wikipedia Username	Email	Want to Receive Updates about Wikipedia Activities

Wikipedia Event: _____

Date_____

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Full-length WMF Program Evaluation, Wikimetrics opt-in consent disclosure - [Always keep a copy of this with you when doing events]

Thank you for participating in _____[NAME OF PROGRAM EVENT]! [The Wikimedia Foundation / _____NAME OF EVENT HOST] is always trying to learn more about how users interact with Wikipedia and its sister projects, so that we can make the projects better and more fun for people like you. One way you can help us improve the projects and events like this one is to permit us to follow how you (through your username) use our sites during and after this event. For example, by seeing whether you continue to use your account after this event, we can better measure the effectiveness of this event and similar programs.

If you choose to help us in this manner, we will group you together with others attending this event who have also elected to help us and then follow your publicly available activity (like your public contributions) to see if you are still enjoying editing the Wikimedia projects after this event. We will not share with third parties any personally identifying information about you, such as your real name, address, email address, date of birth, or phone number, but we may share information about your use of the projects in aggregated or anonymized forms. Please note that your publicly available activity and the information you share with us during the course of this event may be collected, stored, used, modified, communicated, archived, destroyed, or otherwise processed by [the Wikimedia Foundation,_____NAME OF EVENT HOST, AND ANYONE YOU ARE SHARING THIS WITH]] and may be transmitted to or from the United States and other countries that may not have the same level of privacy regulation that your country does.

If you would like to help us improve the projects, just sign your name below in the column entitled "Signature" to indicate your agreement to this policy.