



Monthly Report, September 2021

Highlights

- This month, we kicked off our fourth Smithsonian Wiki Scholars course, the final in a series funded in support of the Smithsonian's American Women's History Initiative. As a part of this partnership, Wiki Education has trained employees from 58 different Smithsonian Affiliate institutions from across the United States how to add biographies of notable American women to Wikipedia. These Wiki Scholars have already added nearly 50 million words to Wikipedia in an effort to increase visibility of women's contributions and accomplishments.
- On September 20, Frank joined the American Institute of Graphic Arts' (AIGA) Executive Director Bennie F. Johnson for a "fireside chat" that opened the AIGA's annual conference. As part of the event, Frank and Bennie announced a partnership between Wiki Education and AIGA. Beginning in January 2022, AIGA participants will collaboratively improve and create biographies of designers and other artists currently missing or underrepresented on Wikipedia. This collaboration highlights AIGA and Wiki Education's commitment to amplifying diverse communities and their contributions to the public.

Programs

Wikipedia Student Program

Fall 2021 in numbers:

- 324 courses were in progress.
- 4,356 students were enrolled.



Performance at a glance: 324 courses were in progress, exceeding our goal of 300.

- Students added 236,000 words and 2,280 references to Wikipedia. They edited 1,280 articles and created 13 new entries.

September saw most of our [Fall 2021](#) courses get underway. Students created their user accounts and began to dip their toes into the Wikipedia waters. At the beginning of the term, Senior Program Manager Helaine Blumenthal, along with Senior Wikipedia Expert Ian Ramjohn, held an [introductory info session](#) for faculty running Wikipedia assignments this Fall. Helaine also started to hold weekly office hours so instructors have the opportunity to interact with Wiki Education staff as well as others running the project this term. Helaine also presented along with three faculty about the Wikipedia Student Program at the [2021 Creative Commons Global Summit](#).

Scholars & Scientists Program

Courses in progress:

- [ReThink Media Wiki Scholars](#): We wrapped up our Wiki Scholars course in collaboration with ReThink Media at the start of the month. Our 17 participants focused on articles like the [War on terror](#), [Guantanamo military commission](#), and [Holy Shrine Defender](#). With the 20th anniversary of the September 11 attacks and the U.S. withdrawal from Afghanistan, these articles received over 5.5 million page views over the course of the class.
- [APS-4](#): This month we completed our fourth APS Wiki Scientists course. These 14 participants made a fantastic impact on Wikipedia. Check out their work by reading this article about [\[1\]](#), who was known for being a radio and TV personality in the sciences in Puerto Rico. You can also check out the article about [Miguel Ángel Virasoro](#), an Argentine theoretical physicist who worked in string theory. As you can see from these links, our course participants significantly added to these as well as [29 other articles](#).
- [Smithsonian-4 Wiki Scholars](#): We're kicking off our fourth Smithsonian Wiki Scholars course. As we did with the first three, these 19 participants — representing many diverse Smithsonian Affiliate collections — will be writing biographies of women. We're looking forward to having them draw more attention to their collections through the biographies of these women and their accomplishments.
- [NSPN-3 Wiki Scientists](#): We are embarking on our third NSPN (National Science Policy Network) Wiki Scientists course. We're looking forward to watching these nineteen participants create and improve existing articles all about science policy. Take a look at [our past courses with our NSPN participants](#) to see the impact these kinds of courses can have.

- [NYDCLC Wikidata](#): We're thrilled to start a new Wikidata course with the [NYDCLC](#) (New York Data Carpentries Library Consortium). This is our first Wikidata course for a particular institution. These 20 participants represent a diverse set of libraries from update New York. It is very exciting to be working with group of enthusiastic library professionals. Keep an eye on the course Dashboard to see their contributions appear.

Advancement

Partnerships & Sales

This month, we kicked off our fourth Smithsonian Wiki Scholars course, the final in a series funded in support of the Smithsonian's American Women's History Initiative. As a part of this partnership, Wiki Education has trained employees from 58 different Smithsonian Affiliate institutions from across the United States how to add biographies of notable American women to Wikipedia. These Wiki Scholars have already added nearly 50 million words to Wikipedia, and [they have great stories to tell](#) about using their institution's archives to help close the gender content gap on Wikipedia. We're excited to see the great work these museum professionals continue to do to bring American history to Wikipedia, especially in an effort to increase visibility of women's contributions and accomplishments.

Director of Partnerships Jami Mathewson submitted two talks to WikiConference North America, alongside other Wiki Education staff members. We look forward to the annual opportunity to join the North American community of Wikimedians to share learning outcomes from the past year and learn from others.

Being new to the position of Director of Sales, Nanette James currently focuses on developing cold leads, contacts, and sales. She developed an exhaustive list of associations and organizations. As a result, she made contacts with association representatives and directors. She met with a former executive at NBCUniversal and an executive director of a well-known museum in the Los Angeles area. Nanette also had a meeting with a Library Foundation Director and communicated with a director of a political science organization. At the end of the month, she set up a meeting with Frank Connelly with the Social Impact Society organization. After a follow-up email, he conveyed that the organization leaders were really excited about the proposal.

Fundraising

This month, Kathleen, LiAnna, and David wrapped up the Case for Support project. The brochure will be ready for distribution to fundraising prospects in October. The

onboarding process for Advisory Board members kicked off this month. Todd Siegel was welcomed to the Wiki Education community, learned more about the organization from TJ, Frank, and LiAnna, and Kathleen wrote a blog post announcing his appointment. The onboarding process has begun with Lorraine Hariton as well. Kathleen, Sage, and Cat from Common Voyage have kicked off talks on how we can improve Salesforce for fundraising. We have created a series of next steps and will meet on weekly basis to bring everything up to speed. Kathleen, Frank, and Andres met a couple times to discuss how we can approach prospects in person, email, and phone with an elevator pitch. We also covered how to answer frequently asked questions from prospects. The notes will be a great reference in moving conversations along. Kathleen has reviewed prospects from the STEM Funders Network, which Broadcom Foundation is a member of. Kathleen secured a second meeting with the Foundation, and will have LiAnna and Frank join the subsequent Zoom call. Kathleen applied for membership to Give Lively, which is a free online donation platform. Membership would eliminate one of the fees that we pay on each online donation. Using iWave, Kathleen is pulling together contact lists of wealthy, philanthropic individuals in DC, Maryland, and Virginia in preparation for a pro-bono 500-person mailing to go out later this fall.

Communications

Press releases:

- [AIGA Announces Innovative Initiative with Wiki Education to Expand and Build More Comprehensive Design Histories for Public on Wikipedia](#) (Joint press release with the [American Institute of Graphic Arts](#), September 20, 2021)

Blog posts:

- [Seeing yourself as a Wikipedian: Michael Dabrowski](#)
- [A peek backstage at Wikipedia: Irwin DeVries](#)
- [Adding inclusive historical biographies to Wikipedia](#)
- [Sharing the accomplishments of an amateur scientist](#)
- [How writing for Wikipedia helps journalists](#)
- [Improving Wikipedia's coverage of 9/11](#)
- [Asian American Journalists on Wikipedia](#)
- [Improving Wikipedia's coverage of OER](#)
- [Improving Asian American journalists' biographies](#)
- [Todd Siegel joins Wiki Education's Advisory Board](#)
- [How Wikidata is helping the CU Boulder library](#)
- [Expert fact-checkers rely on Wikipedia. You and your students should too!](#)
- [Improving open education information on Wikipedia](#)

- [What can querying Wikidata do for me?](#)
- [Merging traditional and nontraditional research in a capstone course](#)

Technology

This month, we started work on a substantial refresh of our wikiedu.org WordPress site. Chief Technology Officer Sage Ross hired WordPress developer Charles Cifuentes, through the platform codeable.io, to create an updated theme and home page along with a framework for listing our Scholars & Scientists Program course offerings.

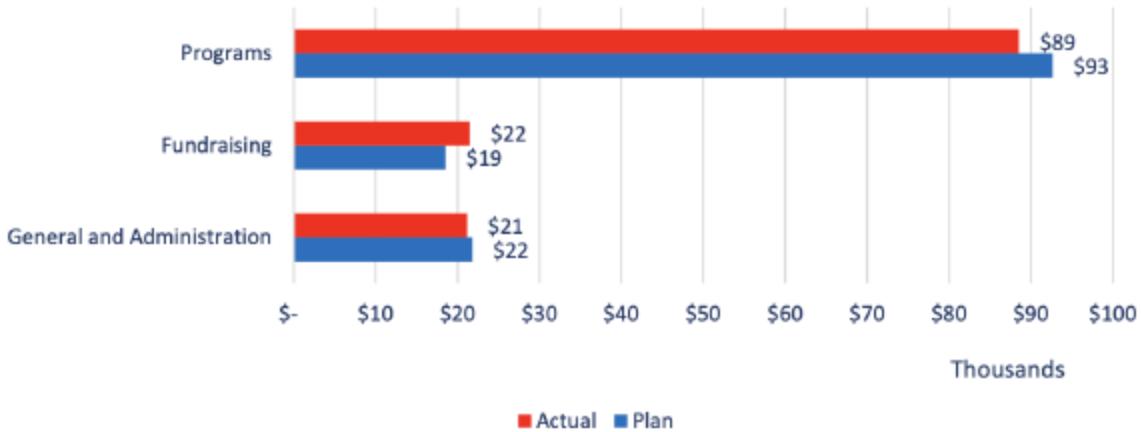
We identified a small team of infrastructure and deployment specialists — [DTScript](#) — to work on the next stages of our Dashboard infrastructure work. The DTScript team will be exploring the remaining barriers to updating the infrastructure of Programs & Events Dashboard in October.

Sage also worked on a set of Dashboard bug fixes for usernames that include character like ?, & and % that require special handling within URLs, as well as updates to how the Dashboard interacts with MediaWiki when edits are blocked due to the presence of URLs that match an entry in Wikipedia's spam filtering system.

Finance & Administration

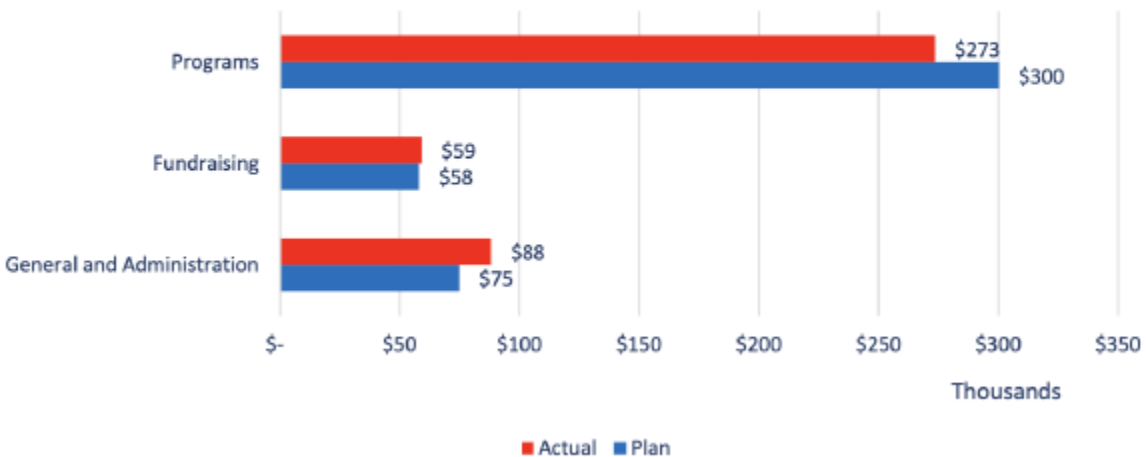
The total expenditures for the month of September were \$131K, (\$2K) under the budget of \$133K. Fundraising was under by (\$3K) due to an accrual adjustment for Consulting Fees. General & Administrative were under (\$1K) from a combination of being over +\$2K in Payroll, +\$5K in State Registration Fees and +\$1K in Indirect costs while under (\$7K) in Occupancy costs and (\$2K) in Accounting Fees. Programs were under (\$4K) due to being over +\$7K in Contractor Expenses while under (\$7K) in Payroll, (\$2K) in Travel, and (\$2K) in Communications.

Expenses September 2021 Actual vs. Plan



The Year-to-date expenses were \$421K, (\$12K) under the budget of \$433K. Fundraising was over +\$1K comprised of (\$2K) under in Payroll, (\$1K) in Training fees and (\$1K) in Travel while over +\$5K in Equipment. General & Administrative were over +\$13K with a combination of being over +\$7K in Rent, +\$8K Direct Administrative Costs, +\$3K in Payroll Expenses while under (\$3K) in Accounting Fees and (\$2K) in Indirect Costs. Programs were under (\$27K), under (\$12K) in Payroll, (\$10K) in Consulting Services, (\$4K) in Travel, (\$5K) in Communications, while over +\$2K in Direct Expenses +\$2K in Indirect Expenses.

Year to Date Expenses September 2021 Actual vs. Plan



Office of the ED

Current priorities:

- Increasing Wiki Education's visibility
- Supporting the Advancement Team

In September, Victoria Padilla who worked for Wiki Education since the beginning of 2021 as part-time assistant left the organization. Victoria joined Wiki Education at a crucial moment of our organization's history. She was instrumental in coordinating our move from the Presidio and setting up the Chico office. Victoria did a fantastic job organizing our recent all-staff meeting and she supported Frank with a wide variety of tasks. We wish Victoria all the best for the future, as she will focus on running a tap room in Chico. In order to fill the need for executive support, Frank rehired Özge Gündoğdu who had already supported him and Wiki Education's board of directors between 2017 and 2020.

Also in September, Frank and Andres met with John G. Mathers from the San Francisco Rotary Club. John has been instrumental in building the Rotary Climate Action Team (RCAT) Network from the ground up. The idea behind this initiative is to follow the example of Rotary's polio project. Many years ago, an individual Rotary club saw a need and took action to begin the eradication of polio, and a movement began. John imagines that the same grassroots effort can make a difference in tackling the climate crisis. In the meeting, Frank, Andres, and John brainstormed how Wiki Education could potentially partner with RCAT and improve Wikipedia's coverage of climate change-related topics in order to strengthen RCATs impact.

On September 20, Frank joined the American Institute of Graphic Arts' (AIGA) Executive Director Bennie F. Johnson for a "fireside chat" that opened the AIGA's annual conference. As part of the event, Frank and Bennie announced a partnership between Wiki Education and AIGA to build and expand the stories, histories, and contributions of designers for the general public. Under the guidance of Wiki Education staff, AIGA participants will collaboratively improve and create biographies of designers and other artists currently missing or underrepresented on Wikipedia. This collaboration highlights AIGA and Wiki Education's commitment to amplifying diverse communities and their contributions to the public. The recording of this session can be accessed on [YouTube](#).