

# how do we understand and share our stories?

October 15, 2013

Jessie Wild, [jwild@wikimedia.org](mailto:jwild@wikimedia.org)

Grantmaking Learning & Evaluation, WMF



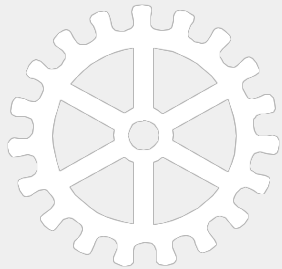
# Evaluation and Learning: intentionally selecting and thoughtfully reflecting

---

**what are the needs?**

**how to address those  
needs?**

**what is working?**

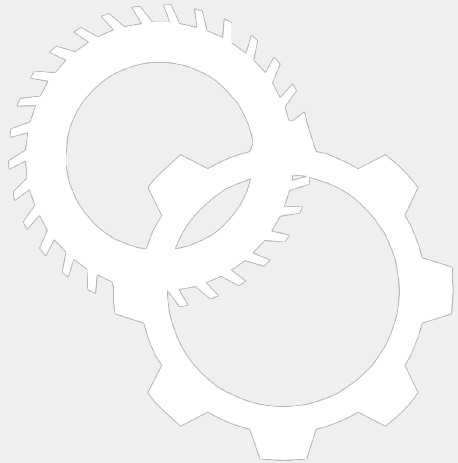
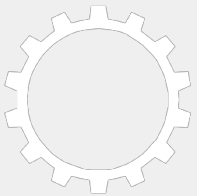


**why is it working?**

**what can we change?**



**For whom is  
evaluation important?**



# Evaluation and Learning are critical for making good decisions

## As a community / chapter / organization

- What are the needs of our constituents?
- What programs will be most effective in reaching our constituents?
- What are our strengths, and how can we use those?
- What support (staff/contractor, partnerships, volunteer, etc) do we need to execute our programs?

## As a program leader

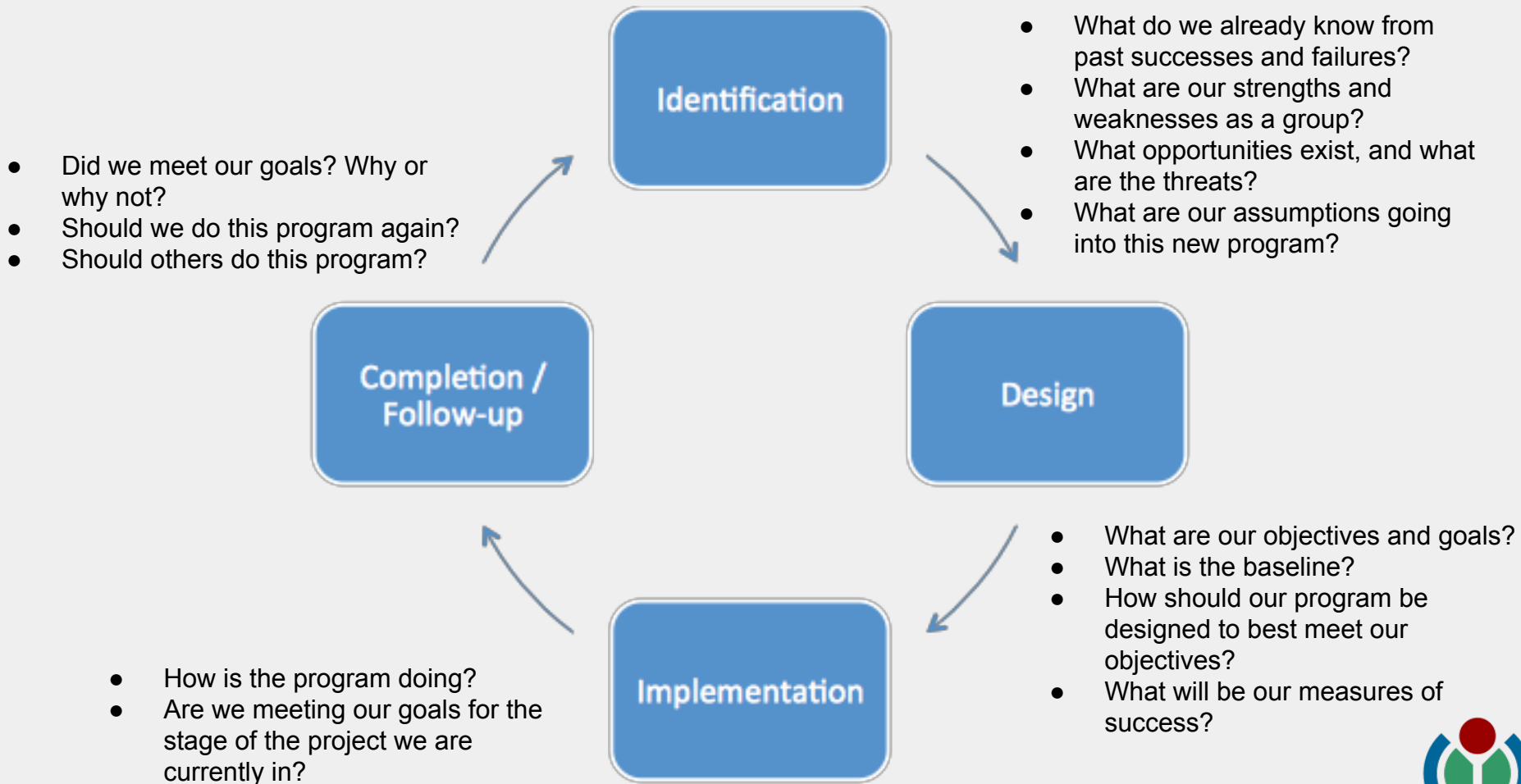
- What is the program trying to accomplish (i.e., what are the goals)?
- How should we design the program to be the most likely to succeed?
- How will we know if the program is a success?
- How can other people or groups learn from our program?

## As a Movement

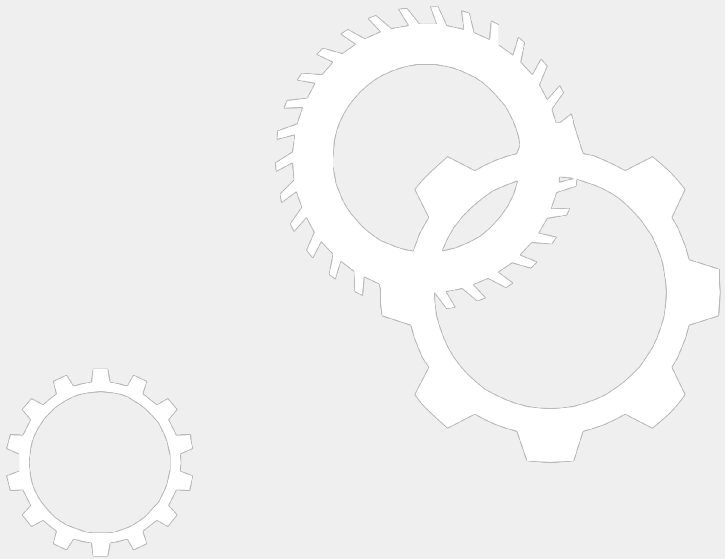
- What offline and online activities are most able to further our mission?
- Where do certain programs tend to work well?
- What types of activities and programs should we support with our movement resources?



# Evaluation and Learning should be embedded into design, execution and review of your program and organization

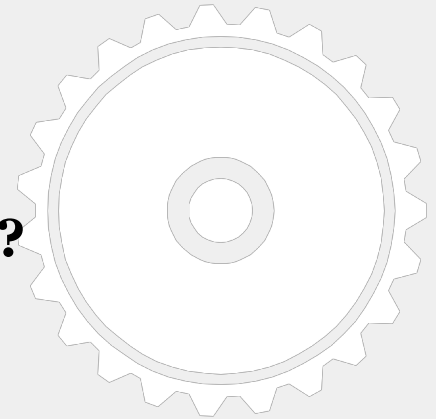


**What is the biggest  
success of your  
organization so far?**



# **What is the biggest success of your organization so far?**

- **Why did you do this program?**
- **What did you do?**
- **What were the strengths of the approach?**
- **How do you know it was a success?**
- **What would you like to know in order to more confidently label it a “success?”**
- **How could you [/we] expand this or spread this information?**



# Example Program:

[Insert name of program]

Why did you do this program?

What did you do?

What were the strengths of your approach?

How did you define and measure “success”?

What would you have liked to know to more confidently label it a “success?”

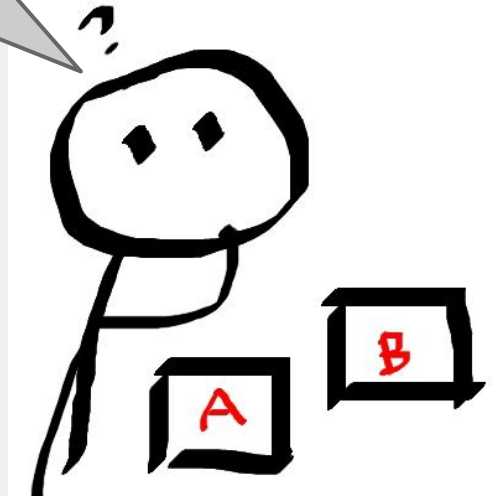
How did (or could) you spread the learnings from this project?



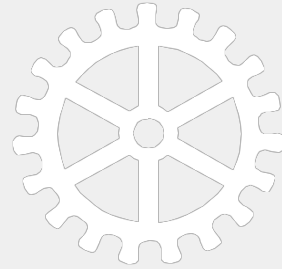


# The different elements for evaluation-based stories should be a central part of your work

*How do I explain what I did, and what I'm going to do next!?*



**This is also how we have designed the different grantmaking reports!**



# Tools and channels exist (and are being developed) to help tell your story better

---



## Wikimetrics

\* Analyzing groups (“cohorts”) of people. E.g., all the people that went to an editing workshop

\*See: <https://metrics.wmflabs.org>

## Evaluation Portal

\* Place to come and ask (and answer!) questions and visit all tools regarding evaluation

\*See: [https://meta.wikimedia.org/wiki/Programs:Evaluation\\_portal](https://meta.wikimedia.org/wiki/Programs:Evaluation_portal)



# Wikimetrics is a tool that is useful to track the activity of users

---



## Metrics

- Quantity of Content:
  - *Bytes added*
  - *Pages added*
  - *# edits*
- Participation
  - *“Survival”*

## What you need

- List of usernames
- Project (e.g., “metawiki,” “eswikinews”)
- Time frame (start -> end date)
- Time series



# Places for discussion

## Evaluation Portal

- Discussions at:  
*M:Programs: Evaluation\_portal/Parlor/Questions*
- Sample questions:
  - *What are the established Goals and Metrics used to evaluate Hackathons?*
  - *What do you recommend for evaluation within all-volunteer organizations?*

The screenshot shows the Wikimedia Evaluation Portal. At the top, it says "Programs:Evaluation portal". Below that, a dark banner contains the text: "Welcome to the Evaluation Portal, a hub for information on how to design effective projects and demonstrate impact." and "Learn more about the Wikimedia Evaluation Portal". There are navigation links for "Library", "Machine shop", "Parlor", "Printing Press", and "Leave feedback". A note says "This portal is under construction!". Below the banner, there's a section titled "THE LATEST IN WIKIMEDIA EVALUATION...". It features two main articles: "MEET ME IN THE PARLOR!" by Monika Balogh, dated 27 September 2013, and "A NEW PATTERN! Who to survey" dated 1 October 2013. To the right, there's a "RECENT ACTIVITY... (DEMO)" section listing recent events like "PierreSelim joined the Evaluation portal." and "Ainali endorsed a learning pattern: Photographic evidence".

The screenshot shows a Facebook post from the "Program Evaluation & Design" group. The post text is "interesantes reflexiones sobre WLM!". Below the post, there are several comments. The first comment is from Dominik Matus, dated "Yesterday at 3:12pm near Brno, Jihomoravsky Kraj, Czech Republic". Other comments are from LiAnna Davis and Laura Hale, both dated "20 hours ago via mobile".

## Facebook: Program Evaluation & Design portal


- [https://www.facebook.com/groups/programevaluation/241070156043891/?notif\\_t=group\\_activity](https://www.facebook.com/groups/programevaluation/241070156043891/?notif_t=group_activity)
- Sample questions:
  - *How to use the education extension?*
  - *How to use Wikimetrics?*




# PROBLEM

Through grant reports, we have captured lots of great information...which no one reads (*except the grantmaking team!*) 

# SOLUTION

Create a user-friendly way for everyone to share learning, with all the information hosted in one easy to filter place! 

Photographic evidence 


**Problem:**  
Words can't always convey the most fun/successful/important aspects of an event.


**Solution:** Take pictures at your event and upload them to Wikimedia Commons.


endorsed by: [Jtmorgan](#)

- [Ainali](#)
- ...

[endorse this pattern](#)

 **Create**  
a new pattern

 **Browse**  
more patterns

 **Visit**  
the portal

← **Example Learning Pattern infobox**

([https://meta.wikimedia.org/wiki/Grants:Learning\\_patterns/Photographic\\_evidence](https://meta.wikimedia.org/wiki/Grants:Learning_patterns/Photographic_evidence))



**what support do you  
need for learning and  
evaluation?**

