

# Pitching for GLAM Partnerships: the view from within a GLAM organisation

[[User:Aliaretiree]]  
@myleejoseph  
mylee.joseph@sl.nsw.gov.au



GLAM-WIKI 2015

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# Why Wikimedia?

- Contributing content to Wikipedia and images to Wikimedia Commons forms part of a broader **digital engagement strategy** for the [[State Library of New South Wales](#)].
- During 2012-14 the Library piloted a variety of online channels to explore their potential for **delivering library services to the wider community**. Wikipedia was one of those projects.
- All projects have now transitioned to **business as usual** and staff continue to edit and contribute with information on their user pages to clearly indicate their connection to the Library and the Library has a policy for editing to avoid conflict of interest issues.

**Creating and editing articles in Wikipedia is in line with the State Library of New South Wales' mission of providing equitable access to contemporary and historical knowledge.**

<b>Wikimedia AU contacts</b>	<b>State Library of New South Wales</b>
Whiteghost.ink Trainer and Wikimedian in Residence	Aliaretiree Innovation Project Leader
99of9 Trainer	Rubicon49bce Innovation Project Officer
Wittylama Trainer	31 library staff trained editors <a href="#">Full list of staff participants</a>

State Library of New South Wales wiki project page

[http://en.wikipedia.org/wiki/Wikipedia:GLAM/State\\_Library\\_of\\_New\\_South\\_Wales](http://en.wikipedia.org/wiki/Wikipedia:GLAM/State_Library_of_New_South_Wales)

# How do you identify a good potential partnership?

- organisational capacity
  - staff time / interest / commitment
  - policies (eg. copyright statements)
  - contact person within GLAM to work with?
- communication
  - wiki vs GLAM time scales
  - what is the “win-win”?
  - what networks does your target GLAM belong to?
- not all GLAMs are the same
  - understanding the objectives of the organisation
  - speaking their “language”
  - demonstrating examples of good practice from other GLAMs

# What steps are important for planning and launching a successful pitch?

## PRIORITIES:

- Demonstrating a match between GLAM organisational priorities with WiR skills
- Point to benchmark examples of good practice in other GLAM institutions (eg. project pages, image donations, metrics)

## SUSTAINABILITY:

- What is your plan for building capability and capacity amongst GLAM staff?
- What ongoing links can you build with the local Wiki chapter?

# What's in it for my GLAM?

- collection discovery
- exposure of staff knowledge and expertise
- community engagement
- crowdsourcing knowledge
- open data contributions via Commons and Wiki Data
- supporting scholarship
- building staff skills and capability (technical editing, historiography)
- metrics, evaluation, feedback

# challenges and threats

## communication

- internal [policies, procedures, notability vs significance]
- external [project pages, talk pages, user pages, with local Wm chapters]

## attribution and identity

- paid editing vs authorised editing

## deletion

- Commons [authorisation, copyright]
- newbie GLAM editors in the Wiki ecosystem

## Unusually high influx of newspaper articles [[edit](#)]

*The following discussion is closed. **Please do not modify it.** No further edits should be made to this discussion.*

Not sure if there is a policy violation occurring here or not, but thought it should be brought to administrators attention just in case. I'm not really sure what to make of this, but several new editors have been creating pages about Australian newspapers. It's odd that so many are being created at the same time all by new users. Here's a selected list of Articles that I'm talking about:

1. [Corryong Courier](#) created by [User:Lib6212](#)
2. [Rutherglen Sun and Chiltern Valley Advertiser](#) created by [User:Zactherat](#)
3. [Rushworth chronicle and Goulburn advertiser](#) created by [User:Bulldogs73](#)
4. [Dimboola Banner](#) created by [User:Librarytraining](#)
5. [Daylesford Advocate](#) created by [User:AliceBallantyne1914](#)
6. [Ovens and Murray Advertiser](#) created by [User:MLY2014](#)
7. [Wangaratta Chronicle](#) created by [User:Salve58](#)
8. [Nathalia Herald](#) created by [User:Houdain](#)
9. [Ararat Advertiser](#) created by [User:Alfrulz](#)
10. [Snowy River Mail](#) created by [User:K2lib](#)
11. [Euroa Gazette](#) created by [User:Russellbrooks](#)
12. [Mortlake Dispatch](#) created by [User:Bc.infoservices](#)
13. [Casterton News](#) created by [User:Imforlibraries](#)
14. [Dunmunkle Standard](#) created by [User:K mudnim](#)

All of these articles were created within an hour of each other today. I had noticed an influx of Australian newspapers articles a few days ago, but just today realized the severity of it. This may be some sort of sock/meat farm. I have no opinion as to whether all of these articles meet WP:GNG or not, but just was concerned by this activity. -[War wizard90](#) (talk) 06:34, 12 February 2015 (UTC)

These appear to be articles being created as part of [Wikipedia:GLAM/Australian libraries and WP/Events/2015 ALIA Workshops](#). -- [Whpq](#) (talk) 06:41, 12 February 2015 (UTC)

Oh yes, that seems to explain it, okay sorry to waste time, we can close this discussion now. -[War wizard90](#) (talk) 06:47, 12 February 2015 (UTC)

I noticed it too, and left a message ([HERE](#)) on the talk page of one of the trainers. No reply yet... [Deunanknute](#) (talk) 06:49, 12 February 2015 (UTC)

Maybe we need some kind of notification system to notify new page patrollers and recent change patrollers that a workshop is occurring and to expect and influx of "xx style" articles. Otherwise how are we supposed to know of this type of creation en masse, and differentiate it from sockpuppets? I would assume because it's a workshop that the trainer is requiring that all articles be notable. -[War wizard90](#) (talk) 06:56, 12 February 2015 (UTC)

I think such publications are inherently notable and I regularly make citations to newspaper publishers for contemporary reviews and showings for my century old film articles. [ChrisGualtieri](#) (talk) 07:00, 12 February 2015 (UTC)

Probably just need a temporary tag for the top of the page with a link to the project page that contains a list of articles being created/edited. [Deunanknute](#) (talk) 07:07, 12 February 2015 (UTC)

"How are we supposed to know?" Nearly every one of those editors has the training linked on their user page. [WP:MEAT](#) is about debates and votes. I'd say that meatpuppeting a series of articles is good editor recruitment and training, especially if they are clearly referenced to quickly check [WP:V](#). Anyway, if you do want a temporary tag (careful: more on-the-spot work for the trainer and less time for teaching), I'd suggest putting it on the talk page, not the article itself. [99of9](#) (talk) 10:08, 12 February 2015 (UTC)

This is very sad. A group of librarians attends a training session. They create nicely-crafted and illustrated articles about newspapers. They are met by notes on their talk pages telling them that their work is being discussed at ANI, and in two cases by AfD notices ([Cobram Courier](#) by [User:Rkgbro](#) was left off the list - I don't know how many others there are). Not so much as a talk page welcome (I've done that now). Crossed wires, lack of AGF, generally a very unwelcoming experience for a group of potential editors. I think some apologies are needed, and I hope these new editors will stick around despite this mess. (Perhaps I'm being hypersensitive in this case, out of professional solidarity - and the belief that librarians and ex-librarians are among some of our best editors!) I don't know whether the trainers were being misguided in encouraging articles on non-notable newspapers - AfD might show - but I think it was inappropriate to bring these to ANI without checking a little further: every editor's user page says that they're attending a training session. [PamD](#) 14:47, 12 February 2015 (UTC)

*The discussion above is closed. **Please do not modify it.** No further edits should be made to this discussion.*

### NO ACTION.:

Nothing amiss here folks but a few apologies might be in order per [PamD](#). [Philg88](#) <sup>\*talk</sup> 15:03, 12 February 2015 (UTC)



# References

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# Contact details

Mylee Joseph

[mylee.joseph@sl.nsw.gov.au](mailto:mylee.joseph@sl.nsw.gov.au)

wiki: [[User: Aliaretiree]]

twitter: @myleejoseph

State Library of New South Wales

[www.sl.nsw.gov.au](http://www.sl.nsw.gov.au)

twitter: @statelibrarynsw

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