

**Quarterly Reporting:**  
***Community Engagement***  
***Department***

Q3 - 2014-2015

# ***Learning & Evaluation Team***

Q3 - 2014-2015

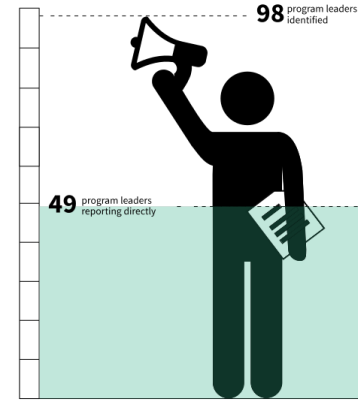


# Q3 - Learning & Evaluation

- ★ Increased the number of implementations captured six-fold over last year's data collection
- ★ Doubled the number of program leaders who provided direct supplemental data reporting
- ★ Quadrupled the number of implementations with primary data collection support to 222  
*~ 30% of the identified program implementations*

Increased data access has been helpful to fill in gaps so that we can better map program impacts. For instance, we have username lists for nearly 50% of all implementations identified, compared to less than 20% last year, allowing us to better understand retention this round.

## Quarterly Objectives Success



# Q3 - *Learning & Evaluation*

Quarterly Objectives  
Misses

Behind schedule on:

- **Obtaining user activity and content metrics:** We have completed data queries for the majority (70%), but not all, programs with key query parameters available. The lag is also partly due in part to some Wikimetrics issues in January, as well as some time loss to department transition needs.
- **3rd program evaluation report:** One of the three program evaluation reports due (On-wiki writing contests) is behind two weeks due to shifting some team members time to the director search and transition team needs.

We have adjusted our timeline accordingly.

# Appendix—Learning and Evaluation

- Timeline for writing, publishing, and publicizing reports on program effectiveness
- Reports on Meta:
  - 2015 Program Evaluation reporting [Overview](#): A review of the state of programs reporting and framework of the 2015 programs evaluation report series
  - 2015 Programs Evaluations
    - [Wiki Loves Monuments](#)
    - [Other Photo Events](#)
    - On-wiki Writing Contests
- On-going community research work is not included in the goals due to the wide scope of work.

# ***Community Resources Team***

Q3 - 2014-2015

# Q3 - Community Resources

## Quarterly Objectives Summary

Objective	Impact on Goal	Dependency	ETA	Status
Inspire campaign: Create pipeline to source and support 20 new gender-focused projects w/ impact potential	March campaign targets: *500 participants (10x increase in IdeaLab's monthly) *100 ideas (20x increase in IdeaLab's monthly) *At least 30 grant proposals	*Fundraising - banner setup *Community Advocacy - 10 hours/week staffing for community organizing *Communications - staff support for spreading the word & IdeaLab design consult	March 31 2015	*629 participants (13x IdeaLab monthly) *266 ideas (50x IdeaLab monthly) *57 grant proposals total *43 proposals eligible for funding review  (# of new grant-supported projects TBD April 31)
Emerging communities: Improve capacity development for select Global South communities	*Capacity Development Framework (CDF) published on-wiki *10 major GS communities mapped in terms of CDF *5 GS groups self-assess and identify support requests	L&E - research support	March 31 2015	*Changed plans: more GS community research was needed before CDF could be created. *15 in-depth interviews with 12 communities have been completed *Analysis and actionable CDF pushed to Q4.
Organizational benchmarking: Build a more impact-focused culture by socializing benchmarking research	2 research projects are socialized with key stakeholders (WMF staff, committees, and affiliates in the movement): *Organizational Effectiveness (OE) *Participatory Grantmaking (PG)	*Community Resources - significant OE staff time (ultimately was diverted for CE transition) *Communications - staff time to support external socialization	March 31 2015	*Organizational Effectiveness study finished and presented within WMF and to Affcom. Discussions w/ affiliate orgs scheduled for May at WMCon. *Participatory Grantmaking study finished and shared via blog post and Signpost. Discussions w/ grant committees scheduled for May at WMCon.



# Q3 - *Community Resources* Quarterly Objectives Success

**Inspire: Campaign participation and ideas exceeded expectations (2x targets).** Successful first step in broadening the pipeline for proactively distributing resources focused on a targeted strategic issue.

- **First ever on-wiki “friendly space” expectations pilot** in IdeaLab demonstrates potential to set higher tone standards. Community began to enforce these expectations, laying ground for more supportive engagement even on very controversial topics like gender. Survey outcomes on participant experiences coming in Q4.
- **Alex Wang & Jonathan Morgan (CR)**, and **Patrick Earley (CA)** were particularly instrumental in preparing for and running this successful campaign

**Emerging Communities: Interviews already surfacing insights with impact potential** for less-known community practices and challenges in emerging communities

- **Building trust as a foundation for impactful community health pilots** with active emerging community members who are instrumental for community development. Several interviewees expressed happy surprise by the level of interest/attention from WMF.
- **Sati Houston & Asaf Bartov** for adjusting course to gather more qualitative data in over 30 hours of community interviews. No small effort to gather qualitative data on community health.

# Q3 - *Community Resources* Quarterly Objectives Misses

**Emerging communities: Timeline for original objectives was ambitious.**

- Learning: more research needed into emerging communities to validate community development hypotheses. Research on community health requires significant staffing investment. **Action: prioritizing staffing in CR, L&E.**

**Organizational benchmarking: Time for socializing benchmarking research in the community was reduced in departmental transition, and some research has not yet been used as hoped.**

- Learning: socializing research takes staff time and needs clear prioritization to have impact. **Action: In Q4, prioritizing the Organizational Effectiveness work more highly again.**
- Learning: Participatory grantmaking research sparked more community debate on how it was commissioned/reported than interest in the report's substance. Staff transitions reduced our ability to address this narrative of concern w/ clear info. **Action: future commissioned research must be more clearly planned/documentated**

**Inspire: Many proposals developed in the campaign still require significant mentorship in order to become project plans with high impact potential**

- Learning: significant staff time is needed to support development of impactful plans, in each round of grantmaking. In department transition, less staff resources were available to support this work for Inspire. 1 PO's time reprioritized to lead new CR team, other PO also operating PEG's biggest quarter ever (see slide 8). **Action: backfilling Individual Grants PO**

# Appendix: New grants funded in Q3

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**32 grants at \$500,395 to 25 countries**

Type of grants*	Number of grants	Amount in dollars	Proportion	
			# of grants	\$ of grants
PEG	26	\$491,692	78%	98%
Travel & Participation	6	\$8,703	22%	2%
<b>Total</b>	<b>32</b>	<b>\$500,395</b>	<b>100%</b>	<b>100%</b>

\*No new grants made for APG, IEG and Wikimania scholarships in Q3, those will all be awarded in Q4.

# Appendix: Diversity breakdown of new grants in Q3

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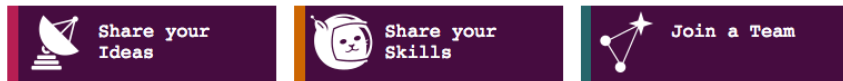
Diversity of grants*	Number of grants	Amount in dollars	Proportion	
			# of grants	\$ of grants
Individuals	12	\$19,656	38%	4%
Global South	15	\$194,554	47%	39%
Gender Gap	7	\$7,534	22%	2%

\*Why do we track this diversity? Because WMF explicitly aims to fund:

- not only organizations, but also individuals
- not only Global North communities, but also Global South
- projects aimed at addressing the gender gap

# Appendix: Inspire campaign

See successes (slide 9) for more information



## About the Inspire Campaign

We're looking for ideas to address Wikimedia's gender gap, based on what we know so far. Much knowledge and many voices are still underrepresented online. How would you support more gender diversity in Wikimedia's contributors and content? Grants are available to support partnerships, research, community organizing, technical or other initiatives in need of funding. Let's turn ideas into collective action!

Campaign goal: 100 ideas & 500 participants by March 31, 2015. Stretch goal: 100 *actionable* ideas!

[How IdeaLab Works](#) | [Friendly Space](#) | [Translate](#) | [Grant proposals](#)

## IDEAS

View Ideas organized by type

### [Comprehensive harassment and privacy policy](#)

last updated: 01 April 2015

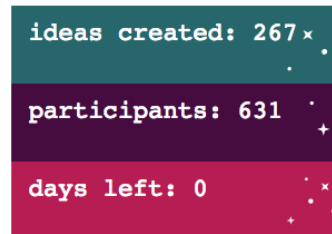
A comprehensive policy is needed that would define sexual harassment, state that harassment will not be tolerated, and provide more than one path or committee for reporting harassment or privacy violations....



[https://meta.wikimedia.org/wiki/Grants:IdeaLab/Inspire/Ideas\\_by\\_theme](https://meta.wikimedia.org/wiki/Grants:IdeaLab/Inspire/Ideas_by_theme)

<https://meta.wikimedia.org/wiki/Grants:IdeaLab/Inspire/Funding>

<https://blog.wikimedia.org/2015/04/03/inspire-campaign-new-ideas/>



### Idea Leaderboard

recent activity...

🔥 10 people are working on this idea: [Characterization of Editors on Wikipedia](#)

Last activity: 8 April 2015

🔥 16 people are working on this idea: [Populate Wikipedia's Days of the Year with links to more women](#)

Last activity: 8 April 2015

🔥 15 people are working on this idea: [Wikineedsgirls](#)

Last activity: 8 April 2015

🔥 3 people are working on this idea: [www : Wiki Work Women](#)

Last activity: 8 April 2015

# Appendix: IdeaLab Friendly Space

A contributing factor to Inspire's culture - see successes (Slide 9) for more info

[https://meta.wikimedia.org/wiki/Grants:IdeaLab/Friendly\\_space](https://meta.wikimedia.org/wiki/Grants:IdeaLab/Friendly_space)



## Friendly space expectations

### Overview [edit]

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We are dedicated to providing a respectful, transparent, and positive experience in IdeaLab for everyone. To support our work and to help maintain a pleasant environment, contributors should behave politely, calmly, and reasonably.

[Assuming good faith](#) is a core principle of the Wikimedia movement. We realize most people want to help the projects, not hurt them. In a heated situation, try posting briefly and less frequently. Your message will still get through to people, and the slower pace will contribute a cooling effect. Try writing a post and reviewing after a few hours before pressing the "save" button.

We encourage you to ask yourself the following questions:

1. Do I understand the context and background of the discussion? Have I made sure to educate myself before asking others to explain things to me?
2. Do I understand the cultural context within which this person is operating? Am I being sensitive to cultural differences?
3. Could I be misunderstanding the discussion due to language barriers?
4. Do I understand this person's level of experience (with the Wikimedia movement, grantmaking, project management, etc.)?
5. Am I familiar with Meta-Wiki and [IdeaLab's processes](#), or am I bringing in assumptions from other spaces and Wikimedia projects?
6. Can my passion for this issue be misread as aggression? Am I speaking in a way that's likely to encourage discussion, or shut it down?
7. Am I framing my questions in a supportive and constructive way, offering suggestions for improvement rather than criticizing the gaps?
8. Are my questions focused on impact or am I lost in the details?
9. Do I remember that most of us are volunteers and need to be appreciated for the time and effort we put into improving these projects?

Once you've checked yourself with these questions, take a deep breath, and re-engage with the discussion. If you do not think you can engage calmly and positively, contact a member of the grantmaking team to who can help communicate your concerns.

### Harassment [edit]

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We do not tolerate harassment of contributors in any form. Harassment includes:

- offensive comments related to gender, sexual orientation, gender identity or expression, disability, physical appearance, race, ethnicity, political affiliation, or religion
- violence, threats of violence, deliberate intimidation and personal attacks
- stalking, following, or continued one-on-one communications after being asked to cease

# Appendix: Research Org Effectiveness, Participatory Grantmaking

See objectives 2 and 3 (in quarterly objectives summary slide 8) for more info

Organizational Effectiveness benchmarking study:

[https://meta.wikimedia.org/wiki/Organizational\\_effectiveness/Learning\\_center](https://meta.wikimedia.org/wiki/Organizational_effectiveness/Learning_center)

Participatory Grantmaking study:

[https://commons.wikimedia.org/wiki/File:Funding\\_Free\\_Knowledge\\_the\\_Wiki\\_Way\\_-\\_Wikimedia\\_Foundation\\_Participatory\\_Grantmaking.pdf](https://commons.wikimedia.org/wiki/File:Funding_Free_Knowledge_the_Wiki_Way_-_Wikimedia_Foundation_Participatory_Grantmaking.pdf)

<https://blog.wikimedia.org/2015/02/19/wmf-largest-participatory-grantmaking/>

# ***Education Team***

Q3 - 2014-2015



# Q3 - Education

## Quarterly Objectives Summary

Objective	Impact on Goal	Dependency	ETA	Status
Actively mentor program leaders worldwide	Start tracking interactions with volunteers in order to establish a baseline during Q4	Community members: <ul style="list-style-type: none"> <li>Education Collaborative</li> </ul>	6/30/2015	Initial tracking numbers: <ul style="list-style-type: none"> <li>Contact with 100 volunteers in 53 countries</li> <li>4 Collab members involved in mentoring: helped 11 volunteers in Q3</li> <li>44% of contact initiated by WMF, 56% by community members</li> </ul>
Add content to Arabic Wikipedia through continuing and expanding education program	(No specific goals for Q3 because annual goal was achieved in Q2)		06/30/2015 (originally set on annual basis)	<ul style="list-style-type: none"> <li>Continue adding bytes to Arabic WP</li> <li>WikiArabia attendance, speaking about education</li> <li>Preparing for trip to Oman to investigate education program pilot</li> </ul>
Add content to Spanish Wikipedia (and sister projects)	Targeted mentoring in Mexico and Argentina to help them run successful education programs	Community members: <ul style="list-style-type: none"> <li>WMMX</li> <li>Tec de Monterrey in Mexico</li> <li>WMAR</li> </ul>		<ul style="list-style-type: none"> <li>Recognition &amp; motivation trip to Mexico</li> <li>Co-organizing education pre-conference at Wikimania</li> <li>Use of Wikimetrics is less than expected, so results are unclear</li> </ul>
Provide materials for program leaders and encourage community involvement in material development	Launch Education Toolkit by March 2015. Invite community engagement with toolkit	L&E support	2/26/2015	Launched Education Toolkit: <ul style="list-style-type: none"> <li>Consists of 22 wiki pages and 46 Learning Patterns</li> <li>777 pageviews of landing page</li> <li>58 viewers of "launch" hangout</li> </ul>
Share lessons learned with broad education and Wikimedia audience and facilitate discussion and networking	Publish monthly newsletter jointly with community Publish one blog post about education per month Start Facebook group, share one update per week.		Ongoing	<ul style="list-style-type: none"> <li>17 community members contributed to newsletter</li> <li>Newsletter pageviews went up from ~50 in March 2014 to ~460 in March 2015 (yearly growth of &gt;900%)</li> <li>Launched Facebook group on Feb 26:               <ul style="list-style-type: none"> <li>155 members</li> <li>27 posts in 6 weeks (50% community, 50% WMF)</li> <li>Average likes per post: 9</li> <li>Average views per post: 91</li> </ul> </li> </ul>

# Q3 - *Education*

Quarterly Objectives  
Success

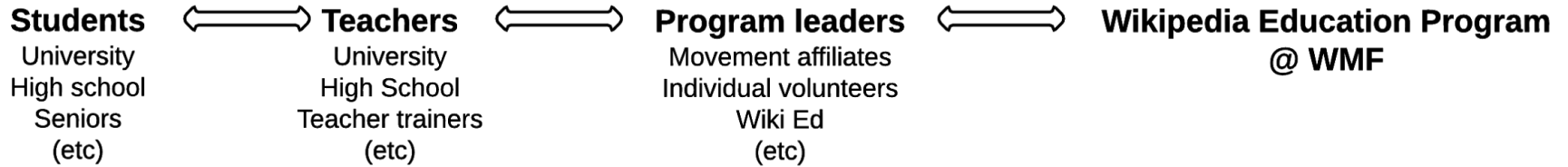
- **Toolkit launch:** Comprehensive overview of materials and best practices, organized logically, ready for international use. Joint L&E and Education project with huge community input, managed and written by Kacie Harold.
- **Facebook group launched:** Fills a networking need flagged by community members. Successful launch and daily management thanks to having a dedicated education communications intern, Samir Elsharbaty.
- **Tracking team's interactions with community:** First attempt at tracking shows huge number of interactions on a range of topics. Tracking made possible through L&E guidance.
- **Arabic:** Achieved annual goal for bytes added in Q2, allowing us the opportunity to further diversify the Arab World program (continue support in Jordan, and explore an education program pilot in Oman).

# Q3 - *Education*

- **“Education Collaborative” challenges:** Education Collaborative was intended to improve team effectiveness by helping community members help each other, but engagement was lower than expected. Targeting Q1 for improvements to the Collab model, based on learnings from other CE teams.
- **Weak data for Spanish Wikipedia mentoring efforts:** Spanish-language education program has been a focus, and anecdotal signs are encouraging, but promoting the use of WikiMetrics has not resulted in much data. WMF staff currently lacks time to move forward on this focus region; instead focusing on working through Iberocoop education coordinator to increase impact.

# Appendix: How we work

Overview of different roles and levels of engagement in an education program.



In a nutshell:

We work to train, facilitate, and support 70+ programs worldwide; they work with teachers; who work with students.

We focus on content creation by students in an educational setting.

# Appendix: More information

- Information about the [Wikipedia Education Collaborative](#)
- [Education Toolkit](#)
- [Wikipedia Education Program Facebook group](#)

# ***Community Liaisons Team***

Q3 - 2014-2015

# Q3 – CE/Comm Liaisons

## Quarterly Objectives Summary ([prior quarter](#))

Objective	Impact on Goal	Dependency	ETA	Status
Integrate community engagement process with product development process	Create product development process that incorporated community feedback in structured, productive fashion	<ul style="list-style-type: none"> <li>Product</li> </ul>		<a href="#">Process</a> still in draft form; new methods of facilitation enacted within Editing Team
Support strategy consultation with Community Advocacy	Facilitate feedback from C-Levels to participating community members	<ul style="list-style-type: none"> <li>Participation by C-levels</li> </ul>		Completed
Absorb the <a href="#">m:Tech/News</a> newsletter	Take over publication of the TechNews newsletter from Erik's team.	<ul style="list-style-type: none"> <li>Hiring</li> </ul>		Initiative has been stalled until new team member onboarded at end of Q4
Implement Single User Login (SUL)	Project manage necessary engineering work Communicate change to community and resolve conflicting renames Rename 2.8 million accounts	<ul style="list-style-type: none"> <li>Technical resources for tools and communication</li> <li>Volunteers (Global Renamers)</li> </ul>	15 April	On track to rename affected accounts beginning 15 April

# Q3 – *CE/Comm Liaisons*

Quarterly Objectives  
Success

- **New mechanisms for collaboration:** Sherry and Erica supported weekly [bug triage meetings](#) and a Qualtrics survey (“papercuts”) targeting five groups of editors that either use VisualEditor significantly or offered other feedback on VisualEditor in the past. This has broadened the base of community members giving product feedback in structured, measurable ways. The papercuts initiative has not surfaced any new Phabricator tasks.
- **Strategy consultation:** Nick and Moushira supported CA in the community strategy consultation by gathering feedback, identifying active community contributors and drawing attention to topics of interest. The consultation ended on March 16th with 2,216 unique participants.
- **SUL:** Keegan has project-managed Single User Login (SUL) since mid-Q2. Under his guidance, the necessary tooling was successfully written, and his collaboration with “Global Renamers” volunteers supported the renaming of 6,000 accounts with much lower-than-expected community friction. Kunal (Engineering) was key in supporting technical objectives, and User: DerHexer (Steward) played a vital role in handling difficult renaming cases and supporting broad communication.



# Q3 – *CE/Comm Liaisons*

Quarterly Objectives  
Misses

- **Product community engagement process stalled:** The goal of an integrated product development/community engagement process reached only [draft form](#), because of changed priorities (greater emphasis on Visual Editor and strategy consultation) and turnover in product leadership (Howie).
- **Tech/News:** We did not begin the planned transition of the Tech/News newsletter due to changes in priorities (e.g., strategy consultation) and delayed hiring. Staff being hired for end of Q4 may be able to take on some of this task.

# ***Community Advocacy Team***

Q3 - 2014-2015

# Q3 - Community Advocacy

## Quarterly Objectives Summary

Objective	Impact on Goal	Dependency	ETA	Status
Roll out community strategy consultation	<p>Create strategy consultation framework</p> <p>Publicize appropriately to community</p> <p>Provide basic translations where possible</p> <p>Clean up vandalism</p> <p>Summarize feedback on spreadsheet</p> <p>Engage community directly</p>	<p>Kim Gilbey: Preparation and participation</p> <p>C-Level: Participation; active engagement with community</p> <p>CL: Assistance staffing</p>	None originally specified	Achieved; community consultation wrapped on March 16th with 2,216 unique participants.
Protect communities through a global ban policy.	<p>Create and implement a global ban policy</p> <p>Staff and implement refined community protection processes</p>	<p>Candidate pool: qualified applicants</p> <p>Recruiting: Processing &amp; support</p> <p>Review panel: Processing &amp; support</p>	None originally specified	In process. Global bans policy implemented and initial bout of requested bans deployed in Jan. New CA staff, with part time focus on community protection role and other CA duties as assigned, anticipated on 4/20.
Coordinate and facilitate visits to the Wikimedia Foundation office from the Affiliations Committee and Wikimedia Russia	<p>Coordinate with community members, travel, and administrative teams</p> <p>Coordinate with other WMF teams to plan and facilitate successful meetings</p>	<p>Travel Dept: to coordinate travel for 18 people</p> <p>Legal Dept: budget ownership &amp; primary agenda ownership</p> <p>Admin Teams: Supporting office access and catered meals</p>	None originally specified	Both meetings were successfully held in January, with two delegates of WMRU and nearly the entire body of AffCom (95%) + 2 Board liaisons in attendance. Across both groups, meetings lasted 5 days.
Support new initiatives in the Call to Action.	We committed to supporting the Call to Action, internally and externally, with community stakeholders.	C-Level: deployment of Call to Action	None originally specified	The CtA was rolled out in stages, with the first round of presentations in January. CA has supported the process of developing the new CE team and has joined in discussing implementation of several initiatives, but staged rollout of the CtA has limited practical implementation.

# Q3 - Community Advocacy

Quarterly Objectives  
Success

**Strategy consultation:** This engaged the entire team through Q3, with technical monitoring and community engagement from all, and Kim and the strategy team seem extremely satisfied with the outcome.

**AffCom visit:** January Affcom visit was highly successful, with 95% turnout, high attendee satisfaction, and reported improvement in committee alignment/motivation. Maggie, Janet Renteria and the travel team were particularly helpful in dealing with unexpected challenges.

**Inspire:** CA put considerable time into supporting the Inspire Campaign, particularly Patrick. We expect learnings from this process will be broadly applicable as we seek to build safer spaces.

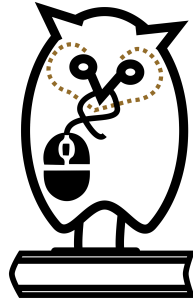
# Q3 - Community Advocacy

## Quarterly Objectives Misses

**Staffing:** We made an offer to a new trust & safety hire towards the end of the quarter, but she will not start until mid-April, so little formal progress has been made on new initiatives. Long hiring lead times were further lengthened by the unexpected reformation of a new department. For future hires, we need to find ways to streamline this process.

# Appendix

- Strategy consultation: [https://meta.wikimedia.org/wiki/2015\\_Strategy/Community\\_consultation](https://meta.wikimedia.org/wiki/2015_Strategy/Community_consultation)
- “Preparation was wonderful...” —Alice Wiegand, re: AffCom visit, email 1/31/2015
- WMF Global Ban Policy: [https://meta.wikimedia.org/wiki/WMF\\_Global\\_Ban\\_Policy](https://meta.wikimedia.org/wiki/WMF_Global_Ban_Policy)



# ***The Wikipedia Library***

Q3 - 2014-2015

# Q3 - Wikipedia Library

## Quarterly Objectives Summary

Objective	Impact on Goal ( <b>Q4</b> targets: no <b>Q3</b> targets set)	Dependency	ETA	Status
<b>Add major partners (including non-English) and extend reach</b>	<ul style="list-style-type: none"> <li>* Add 5 major partners</li> <li>* Add 5 non-English partners</li> <li>* 1500 users, 500 new users</li> </ul>	None	06/30/15	<ul style="list-style-type: none"> <li>* Added 12 partners, 3 non-English: Project MUSE, DynaMed (EBSCO Health), Women Writers Project, Royal Pharmaceutical Society, Royal Society of Chemistry, Loeb Classical Library (Harvard Press), RIPM, Newspaper Archives.com, L'Harmattan, SAGE Stats, MIT Press</li> <li>* 150 new unique users, 398 accounts distributed</li> <li>* Seeing some English signup saturation, expect impact to increase w/ Global Branches</li> </ul>
<b>Start global satellite rollout</b>	<ul style="list-style-type: none"> <li>* Add 10 new global branches</li> </ul>	None	09/31/15	<ul style="list-style-type: none"> <li>* Finished setup guide, reviewed with CE Global South and L&amp;E</li> <li>* Started setup process with 3: Spanish, Norwegian, French</li> <li>* Rekindling with 3: Chinese, German, Arabic</li> <li>* Doing 3-6-10 staged rollout over next 6-9 months</li> <li>* Implementation going well but slower due to learning curve</li> </ul>
<b>Train volunteers to run own branches</b>	<ul style="list-style-type: none"> <li>* Onboard 15 global coordinators</li> <li>* Outreach, Comm, Technical coord</li> </ul>	None	06/30/15	<ul style="list-style-type: none"> <li>* Reached out to 3 WP language groups for new branches</li> <li>* New Metrics coordinator, new Outreach coordinator</li> <li>* 4 new Account coordinators</li> <li>* No Technical coordinator yet due to low technical focus</li> </ul>
<b>Develop reference tech</b>	<ul style="list-style-type: none"> <li>* Echo notifications built</li> <li>* Library Card Platform reviewed</li> <li>* Linkypedia (or GWT) 2.0 team funded</li> </ul>	Product CE Tech? Tech superusers?	11/30/15	<ul style="list-style-type: none"> <li>* Initial discussions with Engineering on Echo Notifications</li> <li>* Backburnered other technical development in lieu of priorities</li> <li>* Facilitating DPLA involvement in Glam Wiki Toolkit</li> </ul>
<b>Extend our network of influence</b>	<ul style="list-style-type: none"> <li>* Present at 5 major conferences</li> <li>* GLAM, University, and OA coords</li> <li>* 5 new visiting scholars</li> </ul>	None	07/01/15	<ul style="list-style-type: none"> <li>* Presented: ALA (Chicago), GLAM-US Consortium</li> <li>* Accepted: GLAM-Wiki, DPLAFest, Project Muse KEYNOTE</li> <li>* Upcoming: ALA (San Francisco) Booth, Wikimania x3</li> <li>* Two New Library Interns Coordinators</li> <li>* On track for recruiting 10+ Library Interns, 5+ Visiting Scholars</li> <li>* Started WMF Partnerships Brunch</li> </ul>



# Q3 - *Wikipedia Library*

Quarterly Objectives  
Success

**Already exceeded \*Q4\* goals for new partners, easily:** Outreach to new partners is now very reliable, requiring little logistics and with recent partnerships coming in on their own with very low effort.

**Volunteer recruitment and coordination growing scalably:** Breaking large programmatic requirements into manageable volunteer responsibilities — Partner, Metrics, Outreach, Account coordinators— is helping us scale.

**Leveraging successful networking:** To help raise visibility in the library community, team has networked and spoken at conferences. Example: Invited to give Project MUSE Keynote speech through connection, introduced to us by OCLC at an ALA conference.

**Building Interconnections w/ Community and across Foundation:** Invited to serve on US GLAM-Wiki Consortium. Organized internal “Partnerships Brunch” — already seeing results. Sharing learnings with Kourosh, Edu, and APG. Teamed up with CA. Using L&E and GS guidance for program growth.

# Q3 - *Wikipedia Library*

Quarterly Objectives  
Misses

## ***English-language Wikipedia signup saturation***

New partnerships not filling as rapidly. We suspect a lack of direct invitation, unbundled individual resources with delayed turnaround, resource unfamiliarity, and high requirements (1000+ edits and 1 year). Experimenting with lower baseline (500 edits and 6 months). Q4 onward should see raised awareness and amplify signups as new global branches start.

## ***Tech Development Backburnered***

Team lacks strength in product development — we rely on outside consultation and coding. Signup management tool would scale and speed up distribution. Initial talks about Echo stalled without easy test-case. We likely need a technical coordinator (even if volunteer) and vastly increased tech capacity for superuser projects in either CE or Tech departments.

# Appendix (2 slides)

## Step 2: Inventory your community [\[ edit | edit source \]](#)

Learn and record what your community already does, then find out what it needs and wants most. Use these questions, first by yourself, and then in an open discussion with the community to learn as much as you can before you get started.

### Questions [\[ edit | edit source \]](#)

Here are some questions to guide you through an inventory of existing pages and projects in your community. If you don't have one of these, or any of these, don't worry. That's what this guide is here to help you create!

- Do you have a place where editors trade or share resources?
- Do you have a program that buys or funds editors to receive books or journal access?
- Do you have a WikiProject or other gathering place for librarians and reference professionals?
- Do you have a references desk for asking research questions?
- Do you have pages listing available Open Access resources and databases?
- Do you have a community outreach portal for librarians, archivists, or GLAM professionals?
- Do you have a page coordinating events such as editathons or training sessions?
- Do you have relationships with universities through education programs in your region?
- Do editors give talks or presentations at GLAM or Academic conferences and events?
- Do you have any other relevant resources or projects not mentioned above?
- Which journals, publishers, databases, resources, or services would be most useful to your community?

### Outcome [\[ edit | edit source \]](#)

The goal of this process is to compile:

- A page on your wiki listing these resources  **Done**

**English**  
2012

**Phase 2**  
2014

**Arabic**  
**Chinese**  
**German**

**Phase 3**  
April '15

**Spanish**  
**Norwegian**  
**French**

**Phase 4**  
June '15

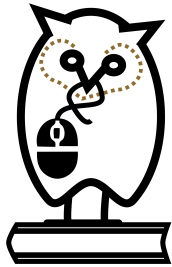
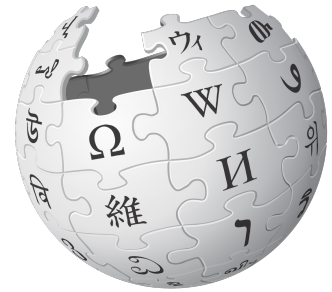
**Tagalog**  
**Farsi**  
**Italian**

**Hebrew**  
**Dutch**  
**Telugu**

**Phase 5**  
Sept '15

**Hindi**  
**Indonesian**  
**Sundanese**  
**Javanese**

**Korean**  
**Japanese**  
**Polish**



# Global Rollout Plan

