

PERFORMANCE MEASUREMENT - GLAM projects | museums

In blue the expected output and outcome out of the funding period

SCOPE	STRATEGIC GOALS	ACTIONS	KPI	EXPECTED OUTPUT / OUTCOME 2015	EXPECTED OUTPUT / OUTCOME 2016
STRATEGIC RELATIONS	Develop relationships with representative bodies of museums (museum associations)	a) Sign an agreement with ICOM	1. Agreement signed 2. ICOM initiatives in order to support GLAM projects	1. Agreement signed by the month of March 2015 2. Definition of joint actions by April	
		b) Sign an agreement with Museimpresa	Agreement signed	Agreement signed within the month of June 2015	
		c) Organize conferences / meetings presenting Wikimedia initiatives to ICOM / Museimpresa members	1. Number of conferences 2. Number of conference participants	1. At least one per institution 2. At least 15 participants	
PROJECTS	Develop relationships with special museums for ad hoc projects	a) Museo Galileo	Number of uploads on Commons	At least 100 images by the month of September 2015	
		b) "Month of training on museums"	Number of ICOM museum adhering	At least 3 ICOM museums participating after 1 month from conference presentation	At least 3 ICOM museums participating after 1 month from conference presentation
		c) "Month of training on corporate museums"	Number of corporate museums adhering	At least 3 corporate museums participating within 1 month from conference presentation	At least 3 corporate museums participating within 1 month from conference presentation
RECRUITMENT VIA WIKIPEDIA	Recruitment campaign for Wikipedians who then become Wikimedians	Wikipedia campaign	Number of new GLAM operators	10 people	10 people
STEADY COLLABORATION WITH MUSEUMS	Wikipedians in Residence	Encourage of public/private museums, ICOM museums / Museimpresa corporate museums to host Wikipedians in Residence and share their cultural heritage on Commons	1. Number of institutions hosting a resident Wikipedian 2. Encyclopaedic value 3. Ability to effectively use these results in other Wiki projects 4. Number of images per institution	1. At least 2 in 2015 2. – 3. To be valued case by case 4. At least 100 images from public museums/at least 20 from a private museum at least one museum	1. At least 2 in 2016 2. – 3. To be valued case by case 4. At least 100 images from a public museum/ at least 20 from a private museum at least one museum
	Wikipedians in Residence	Scholarship for Wikipedians to be included in the staff of Museums with significant iconographic material to share	Number of scholarships	1 scholarship by December 2015	1 scholarship by June 2016
PROMOTION / MARKETING	Strategic events	Participation in an ICOM conference (International Council of Museums)	1. Speech within the conference (institutional presence alongside ICOM Italy)		1. At least one speech
COMMUNICATION	Relations with the press	1. Press releases for major initiatives 2. Social networking	1. Press releases	1. For the most relevant initiatives	1. For the most relevant initiatives