Institutions take GLAM– Logic Model

INPUTS ➔ **OUTPUTS** — Participants - Activities - Direct Products ➔ **OUTCOMES - IMPACT** — Short term - Intermediate - Long-Term
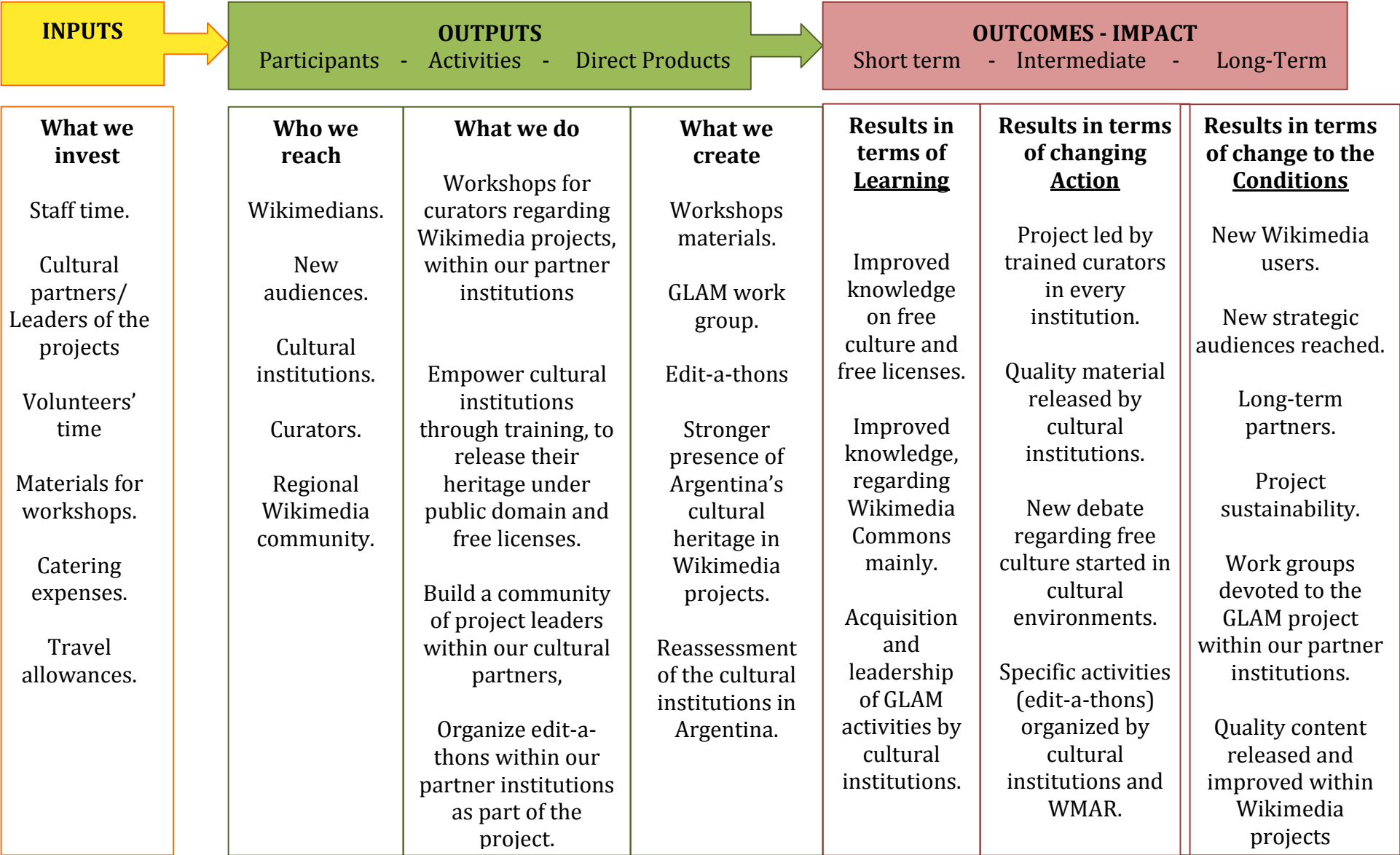
Situation

WMAR used to work with many different cultural partners in isolated activities. During 2015, we focused our activities on engaging our partners as active actors. Long-term activities and sustainable projects with increased involvement from our partners, are returning great results and stable relations.

Priorities

To increase the active role of WMAR's cultural partners.

To redefine activities from isolated events (edit-a-thons) to long-term and sustainable activities

To build a culture of memory and identity by enhancing the cultural heritage of our partners

What we invest

Staff time.

Cultural partners/ Leaders of the projects

Volunteers' time

Materials for workshops.

Catering expenses.

Travel allowances.

Who we reach

Wikimedians.

New audiences.

Cultural institutions.

Curators.

Regional Wikimedia community.

What we do

Workshops for curators regarding Wikimedia projects, within our partner institutions

Empower cultural institutions through training, to release their heritage under public domain and free licenses.

Build a community of project leaders within our cultural partners,

Organize edit-a-thons within our partner institutions as part of the project.

What we create

Workshops materials.

GLAM work group.

Edit-a-thons.

Stronger presence of Argentina's cultural heritage in Wikimedia projects.

Reassessment of the cultural institutions in Argentina.

Results in terms of Learning

Improved knowledge on free culture and free licenses.

Improved knowledge, regarding Wikimedia Commons mainly.

Acquisition and leadership of GLAM activities by cultural institutions.

Results in terms of changing Action

Project led by trained curators in every institution.

Quality material released by cultural institutions.

New debate regarding free culture started in cultural environments.

Specific activities (edit-a-thons) organized by cultural institutions and WMAR.

Results in terms of change to the Conditions

New Wikimedia users.

New strategic audiences reached.

Long-term partners.

Project sustainability.

Work groups devoted to the GLAM project within our partner institutions.

Quality content released and improved within Wikimedia projects

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Assumptions

External Factors

Evaluation
Identification – Design – Implementation – Completion/Follow-up

Logic Model adapted and modified from UW Extension (2003). Program Development and Evaluation Logic Model. Available at: http://www.uwex.edu/ces/pdande/evaluation/pdf/LMfront.pdf (Retrieved 6/22/2013)