GLEE Community Growth Quarterly Review

Wikimedia Foundation - Q2 of FY14-15

Agenda

Group intro and learnings - 10 minutes
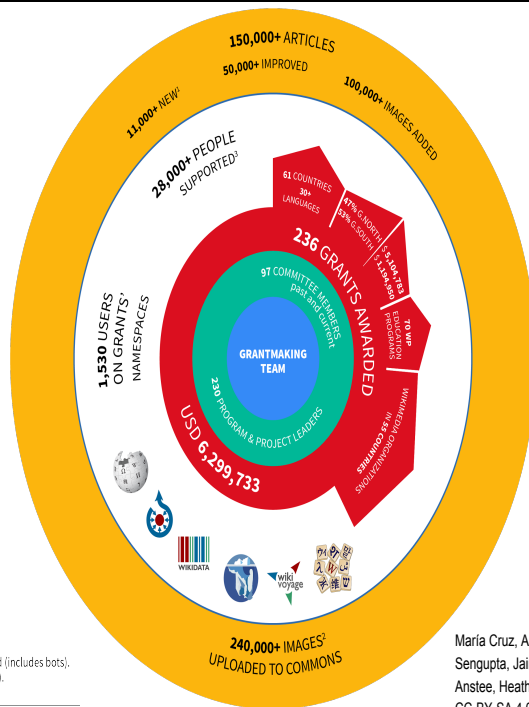
Education - 15 minutes

Annual Plan Grants - 15 minutes

The Wikipedia Library - 15 minutes

Learning & Evaluation: Programs & Impact - 15 minutes

Questions and Discussion - 20 minutes

2014 Reach and Impact through Global Contributors and Communities

Refers to our concentric circles of impact, and the ripple effect of our work.

Grants in Q2

35 grants at $4,041,751 to 22 countries

Type of grants	Number of grants	Amount in dollars	Proportion	
			# of grants	$ of grants
APG	11	$3,813,143	31%	94%
PEG	13	$117,891	37%	3%
IEG	8	$109,271	23%	3%
Travel & Participation	3	$1,446	9%	0%
Total	**35**	**$4,041,751**	**100%**	**100%**

Heavy Q with grants distribution in APG, big grants

Diversity breakdown of grants awarded in Q2

Total: **35 grants** to 22 countries

Total: **$4,041,751** to 22 countries

18 grants to **Individuals**
(51% of total #)

15 grants to
Global South
(38% of total #)

5 grants to
Gender gap
(14% of total #)

$120,331 to
Individuals
(3% of total $)

$450,934 to
Global South
(11% of total $)

$36,768 to
Gender gap
(1% of total $)
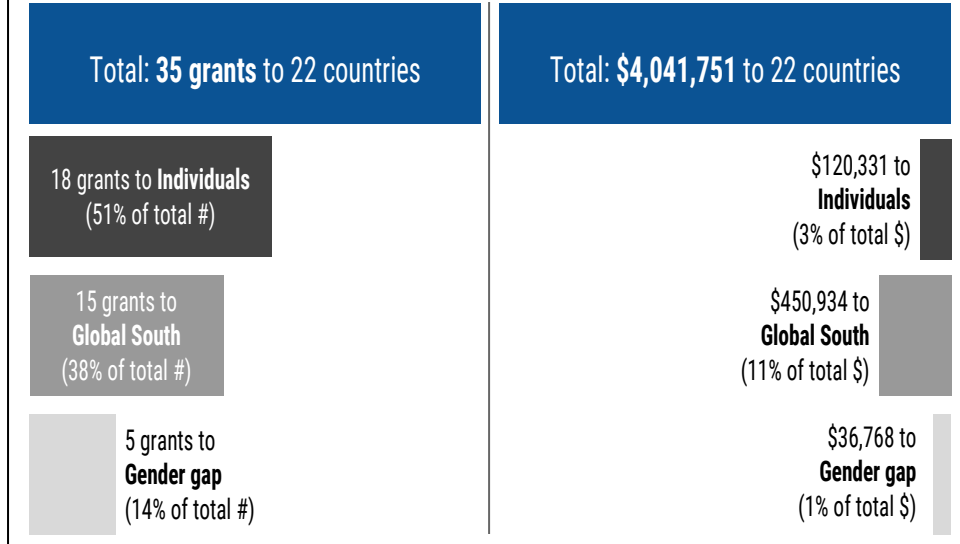
- #s of grants on the left, dollar percentages on the right
- %s don't add up because cross-cutting
- Diversity becoming more of a focus

Background: Overarching goals, Q3&Q4

Expand Quality Content
(Quality)

Support the creation and improvement of quality content, particularly from GS and women

Target: **10% increase in quality content**

Key indicators:
25,500+ *new* or *improved* article pages (excludes added images)
8,000+ articles created
58,000 unique media used in articles

Grow Healthy Communities
(Participation)

Support contributors to build strong communities, particularly in the GS and for women

Target: **10% increase in program participants** (including separate targets and tracking for both *new* and *existing* active contributors supported, for which, targets will be set upon further data discovery)

Key indicators: 15,000+ participants reached directly through grantee programs participation

---

Empower Communities' Capacities and Competencies
(Scale)

Ensure capacity-building & leadership development as a key enabler for both quality and participation

Target: Deepen **non-monetary support and resources** for over 300 project and program leaders

Key indicators: 15% increase^ in on-wiki resource use

Note: Targets based on baseline estimates from 2013 and 2014 through September projecting 10% over current trajectory next 6 months

---

We reach goals through a combination of monetary and non-monetary support. They go hand in hand, and they need to. We can't just do one without the other.
For the first time we have targets, because we have baselines. This is huge.
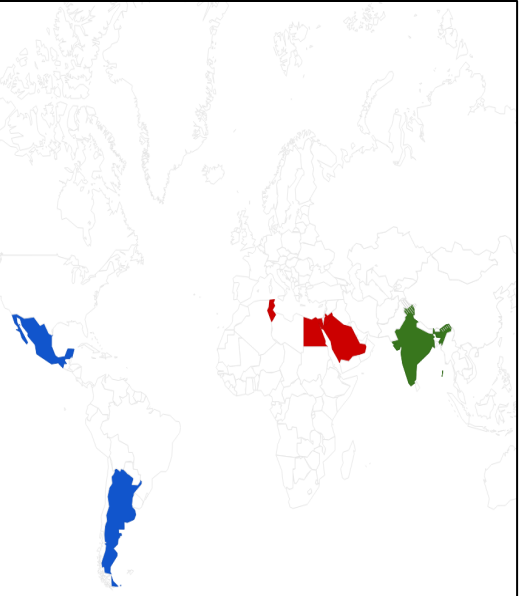
Focus regions

Arab world

Egypt
Jordan
Tunisia
Saudi Arabia

Spanish-speaking world

Argentina
Mexico

Indic languages

Telugu
Malayalam

For this QR: Grantmaking's reporting is split into two major focus areas (phases of development)

Experimentation & Community Health	Community Growth
Focuses on **innovative experimentation and research** with current and future communities, as well as identifying and supporting new knowledge.	Focuses on expanding **quality content and supporting growth** of successful programs and communities.
Includes: ● Seed Grants & Experiments: IdeaLab, IEG, PEG > Inspire ● Community Research: Global South	Includes: ● Wikipedia Education Program ● Annual Plan Grants ● The Wikipedia Library ● Learning & Evaluation (programmatic capacity-building and impact)

This part of QR: focus on the second phase of projects and initiatives. After an experimentation phase that has shown results comes the growth phase. Adapting successful initiatives, distilling learnings, trying to grow what works.
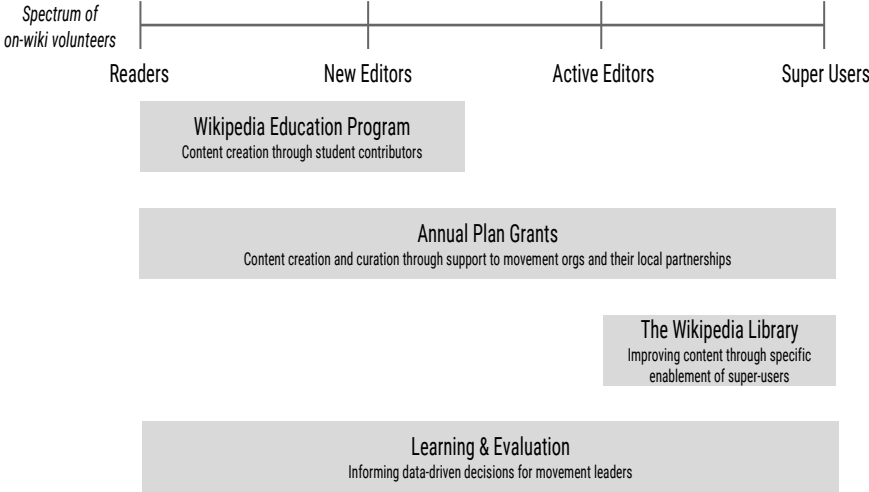* It's not only about growth. It's about preventing people around the world from reinventing the wheel.
* We don't try to push a certain model on the world. We try to learn what makes a model unique and work, and then see which elements might be useful elsewhere, without being too descriptive (because local context knowledge is not owned by us).
* Scaling ideas, processes, depth, capacities.

Activities focus on supporting content growth through different segments of users

Spectrum of on-wiki volunteers

Readers	New Editors	Active Editors	Super Users

Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific enablement of super-users

Learning & Evaluation
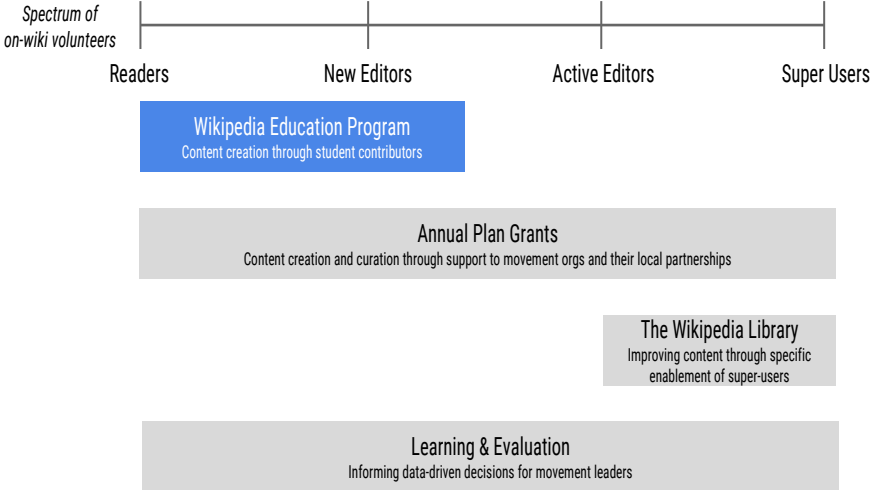Informing data-driven decisions for movement leaders

What we all learned: The power of personal relationships and measuring effectiveness

- Establishing baselines is an essential first step for success.

- Regional collaboration is a powerful motivator for communities.

- Cultivating long-term, sustained relationships with volunteers has a significant, positive impact on their engagement.

1. Education

Activities focus on supporting content growth through different segments of users

Spectrum of on-wiki volunteers

Readers   New Editors   Active Editors   Super Users

Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific enablement of super-users

Learning & Evaluation
Informing data-driven decisions for movement leaders

-

We achieve impact through educational partnerships

Expand Quality Content

WEPs create quality content

Examples:
* Diversity (gender, age groups, global south, languages, projects)
* 51 Good Articles and Featured Articles on ar.wiki
* 36 Articles of the Day from Wiki Camp Armenia
* 13 universities, 300 students in a GLAM-Education cooperation in Catalonia

Grow Healthy Communities

WEPs motivate and build local communities

Examples:
* User groups (Egyptian Wikimedians)
* Educators (Wikimedia Serbia's accredited course for teachers)
* Regional conferences with education track (Iberoconf, CEEM, WikiArabia)
* Education conferences (EduWiki UK, EduWiki Serbia)

Empower Communities' Capacities and Competencies

Support and mentorship increase program leader capacity

Examples:
* Education is a core part of APG and PEG requests
* Wikipedia Education Collaborative
* Program leader mentoring has measurable increase in activity on education portal that in turn supports global network of program leaders (e.g. User:Spiritia)

What we did

We focus on four areas

Map	Mentor
Map	**Mentor**
Data collection	By Education Collaborative
Setting benchmarks	By Ed team

Grow	Support
Grow	**Support**
Arab world	Resources
Regional collaborations	Guidelines
Relationships	Tech

Q2 goals and status

Objective	Measure of success	ETA	Status	Notes
Grow Arabic Wikipedia through education program	* Increase the number of student editors to 300 per term * Add 14 million bytes of content to Arab WP	Summer 2015	✔ **Done**	* 260 students in summer / fall 2014 term * 15.5 million bytes added in summer and fall 2014
Effectively support education programs worldwide	* Develop effectiveness indicators for 3 different types of ed models * Develop program guidelines for at least 3 different types of ed models	Jan 2015	**In progress**	* Learning patterns developed * Education toolkit in development * Indicators and guidelines will come out of that
Provide mentorship to growing education programs	Develop mentorship model with the Collaborative	Jan 2015	✔ **Done**	Model created
Have clear picture of Wikipedia in education worldwide	Develop good working version of dashboard	Jan 2015	✔ **Done**	Dashboard developed

We already have guidelines: a suite of products that people find useful. We're working to make them more useful in different contexts, or tailoring them.
We've transitioned from us driving programs to supporting community members who drive their own programs.
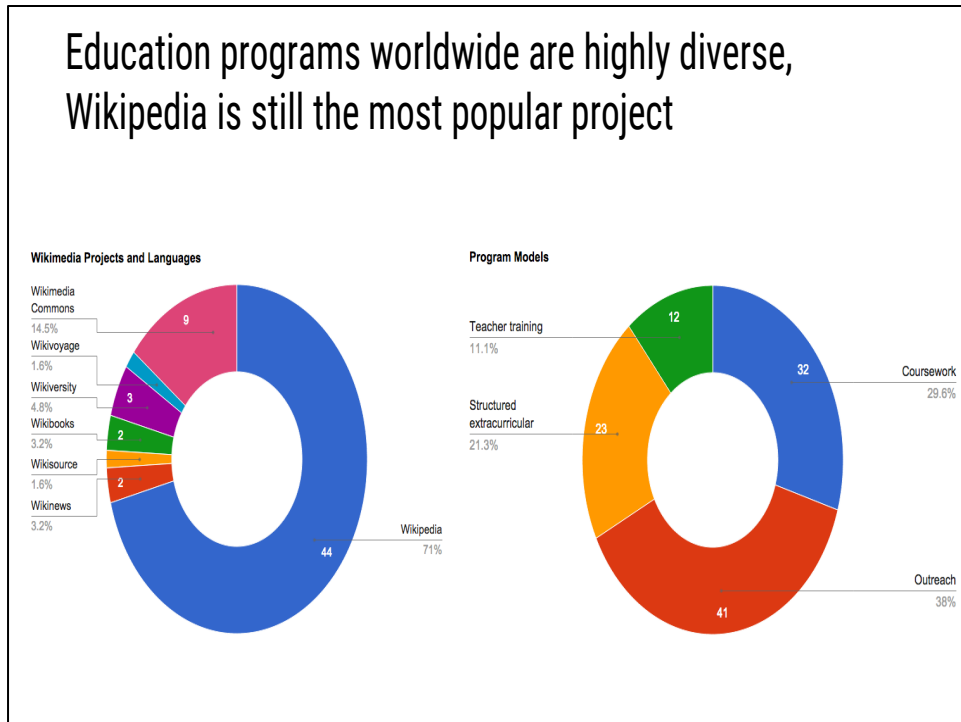Shout-out to collaboration with L&E on logic model, setting up mentoring spreadsheet

What we learned

Focus on diversity: model, project, languages
We have broadened our scope, away from supporting only university level coursework initiatives.

Wikimedia projects and languages
the count of the slice is the # of languages - showing we reach many different language communities.
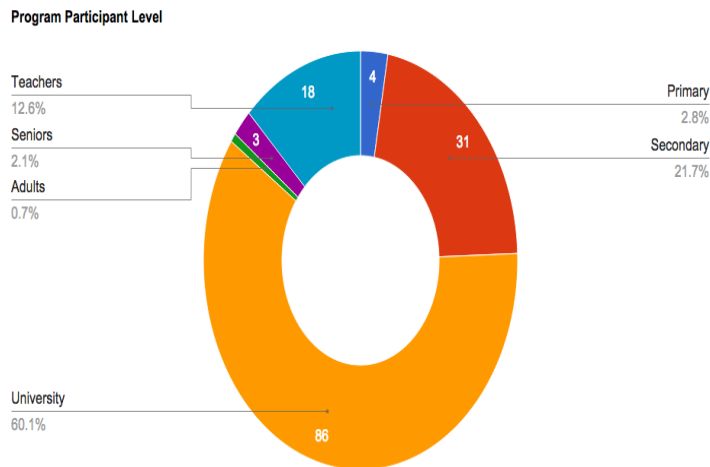the color (or slice) is the project

Categories/definitions
Coursework: Classroom based, usually for credit (sometimes compulsory, sometimes optional)
Outreach: one-off outreach efforts, like workshops.
Teacher training: Future teachers that learn wikipedia editing as part of their training
Structured extracurricular: WikiCamps, Wiki Clubs, edit-a-thons, hackathons

University is most common, but schools experiment

Program Participant Level

Teachers 12.6%
Seniors 2.1%
Adults 0.7%
University 60.1%

Primary 2.8%
Secondary 21.7%

Definitions
Primary: Primary school students/learners
Secondary: Secondary (or high school and middle school) aged students/learners
University: University (including graduate) students
Adults: Adult learners (e.g. adults learning Swedish as a second language)
Seniors: Senior learners
Teachers: WEP for teacher training programs

How did we come up with the number?
Some programs work with multiple age levels.
The numbers are weighted by data available or reported -- a university program is counted for each iteration we have numbers on (there are more university programs counted than there are programs… because we count Egypt 5 times, or US and Canada multiple times for the data they reported) This is an attempt to show activity

Big proportion of programs are in Global South and/or have female program leaders
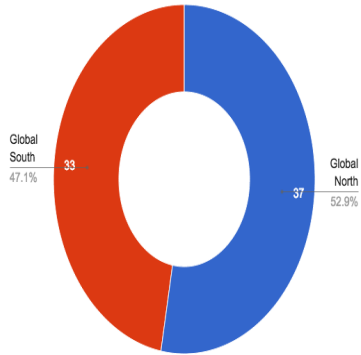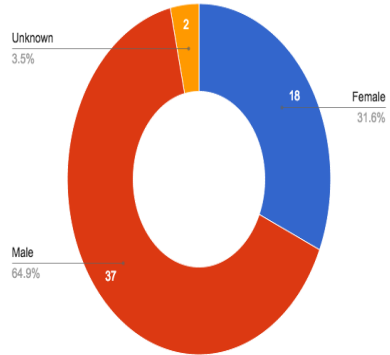
Almost half of the programs we know about are in the global south.
Almost a third of the program leaders we've identified are female.

Learning Patterns → Toolkits

LP: 150 learning patterns in total in the library.
Education-related learning patterns: 24 in total (18 created and 4 expanded by Kacie).
Next steps:
* Inviting community to endorse / contribute
* Build LP's into toolkits

Some great examples from around the world

Arab world programs

Growing content and diversity

3% of all Arabic WP content was contributed by students over the last three years.

88% of students in the last two terms were female in Egypt

WikiWomen contest produced 3.5 million bytes of new content (including 6 good/featured articles)

Tec de Monterrey in Mexico
Adjusting assignments to student abilities
7,718 files added to Commons (photos, sound, animations, charts)

WikiEd in US & Canada
Achieving scale through tools
98 classes (2,500+ students) supported on enwiki

Wiki Camp in Armenia
Thinking outside the classroom
13% retention of student editors

The program in Egypt is starting to not only look at gender from a contributor perspective, but also on targeted contributions that add more diversity to the content on Arabic Wikipedia.

- WikiEd: Scale (by far the largest program and they are scaling their support to professors through more tools like the assignment design wizard) http://wikiedu.org/blog/2015/01/20/dec-2014-mr/#more-3128
- Tec de Monterrey numbers: focus on "non-traditional" content contributions through commons; photos and sound files (after finding that students' writing skills were not up to encyclopedic standards)
- Armenia: seeding WEP for more schools (students going back to their school want to participate in WEP if it is not available in their home)
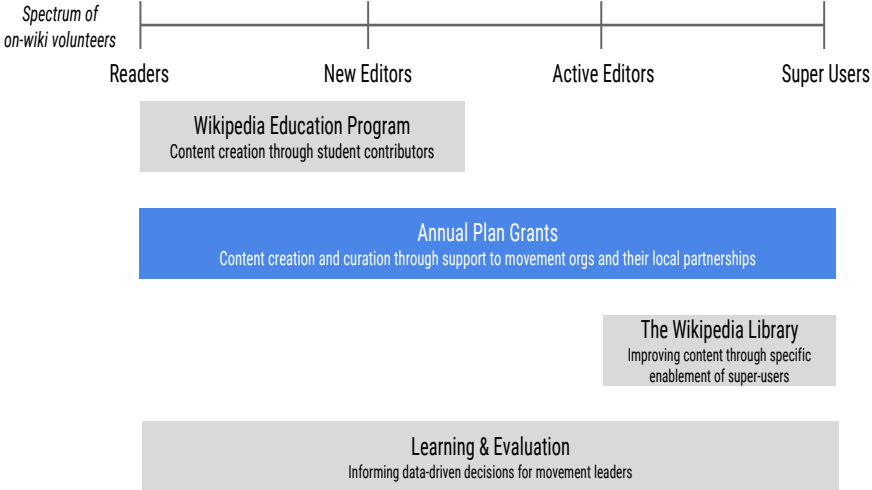
What's next for Q3 and Q4

Objective	Measure of success	ETA	Approach
Focus communities: Grow Arabic and Spanish Wikipedia through education programs	* Four locally led programs in Arab world, Mexico and Argentina to promote quality content initiatives * Explore expansion in Arab world	July 2015	* Solidify community support in Jordan * Targeted mentoring in Egypt, Mexico and Argentina * Investigate expansion into Saudi Arabia
Support and promote programs worldwide	* 10 PLs contribute to learning patterns * Increase of 15% in learning patterns in category education each quarter * 10 PLs contribute to newsletter or blog	July 2015	* Develop materials (learning patterns, toolkit) * Invite PL's to contribute to learning patterns * Monthly newsletter, blog and focused outreach activities
Provide mentorship to growing education programs	* Establish baseline for mentoring * Set mentoring goals with 5 mentees * Track progress on agreed goals with mentees	* March 2015 * July 2015 * Dec 2015	* Prioritize Global South initiatives * Expand reach through Collab mentors * Track with guidance from L&E
Keep our fingers on the pulse of education programs worldwide	* Dashboard updated quarterly * Establish baseline of resource awareness among PLs	* July 2015	* Survey PL's about resource awareness * Start tracking education portal page views * Encourage gender diversity reporting

2. Annual Plan Grants

# Activities focus on supporting content growth through different segments of users

Spectrum of
on-wiki volunteers

| Readers | New Editors | Active Editors | Super Users |

Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific enablement of super-users

Learning & Evaluation
Informing data-driven decisions for movement leaders

Background

Annual Plan Grants program: Q2 goals

Objective	Measure of success	ETA	Status	Notes
Shift focus from money and process to impact and non-monetary support	Impact a key criterion in FDC's rationale	Dec 2014	✔ **Done**	Streamlined forms and simplified reporting requirements; Emphasis on impact in the inputs to the FDC's decisions including impact analyses and staff assessments
Roll out consultation plan	Solicit input from FDC, grantees, community	Aug 2015	**In progress**	In development
Offer capacity building for Wikimedia organizations	• More support offered • Grantees accept support	Dec 2014	✔ **Done**	Organizational effectiveness tool developed with strong participation from Wikimedia organizations.
External benchmarking research leads to more impact	Org effectiveness benchmarking, participatory grantmaking studies	Mar 2015	**In progress**	*(Updated: Both studies have been completed in Jan and will be shared with the community shortly)*

# FDC deliberations R1 outcomes vs. 2014

	2014	2015	Change
Total	$4,432,000	$3,818,211	-14%
WMDE	*$1,750,000*	*$1,102,920*	*-35%*
WMUK	*$570,000*	*$521,303*	*-11%*
WMCH	*$400,000*	*$381,150*	*-3%*
WMNL	*$410,000*	*$399,152*	*0%*
WMSE	*$390,000*	*$365,907*	*2%*
WMIL	$200,000	$215,600	9%
WMCAT	$100,000	$107,799	11%
WMAT	$276,000	$299,364	12%
WMAR	$175,000	$212,000	21%
WMRS	$108,000	$129,672	23%
WMEE	Did not apply	$83,345	-
WMIN	$53,000	Did not apply	-

5 returning organizations are not receiving a significant increase from 2014 grant
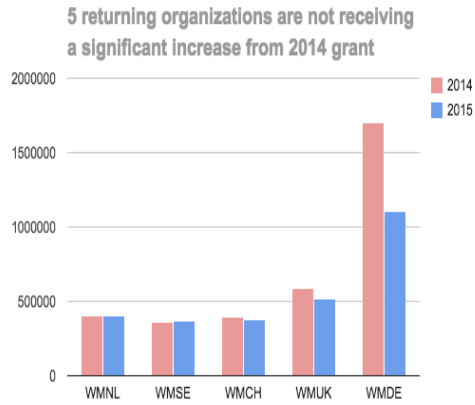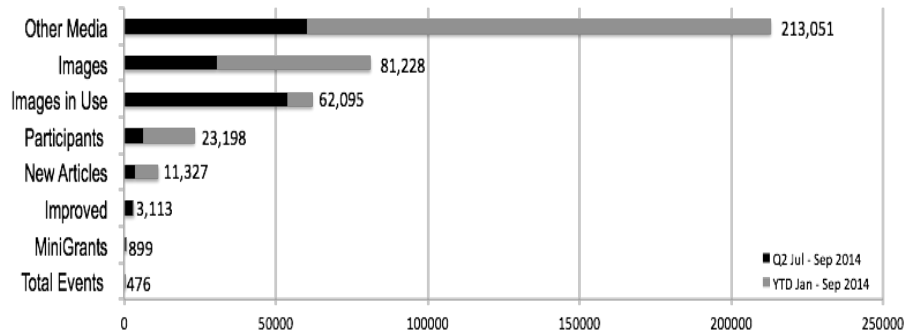
FDC deliberations R1 outcomes

- $3.8 million to 11 Wikimedia orgs vs. $4.4 million to 11 Wikimedia orgs last year.
- Total amount **decreased by 14%.**
- The FDC *reduced* 5 largest grants by $750k, *increased* 6 smallest grants by $190k.
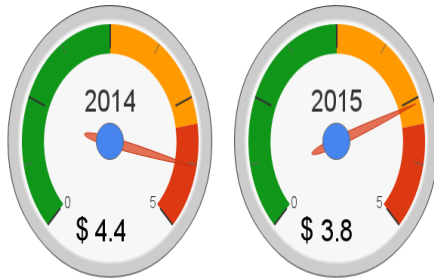
*While grant requests and overall budgets have increased year after year for almost all the organizations, impact has not grown at the same rate… **This is of significant concern to the FDC, particularly for the largest organizations that have considerable financial and staff resources.***

- FDC funding recommendations, 2014-2015 Round 1

Outcomes reported 2014 by APG Grantees

| Category	Q2 Jul - Sep 2014	YTD Jan - Sep 2014
Other Media		213,051
Images		81,228
Images in Use		62,095
Participants		23,198
New Articles		11,327
Improved		3,113
MiniGrants		899
Total Events		476

Q2: Fiscal Year's Second Quarter, or Quarter Two
YTD: Year-to-date
Includes data reported by 12 organizations.

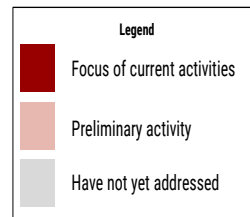# Learning together: capacity building for impact
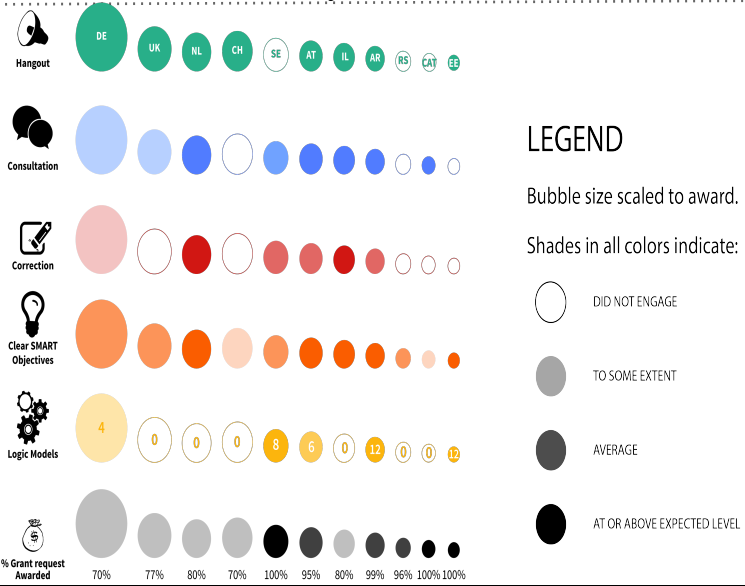
What we learned in APG & where we're going
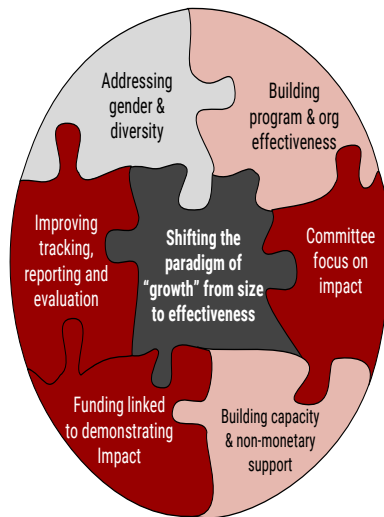
- Shifting the focus from growing staff, budgets, and grant sizes, to achieving more impact

- Organizations want non-monetary support

- Organizations are recognizing their potential and focusing on institutional partnerships

Legend

Focus of current activities

Preliminary activity

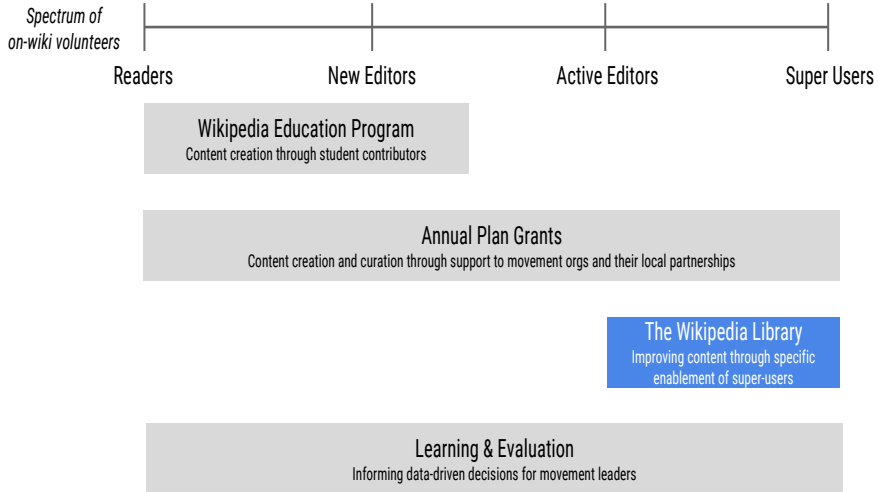Have not yet addressed

What's next: APG Q3 & Q4 goals

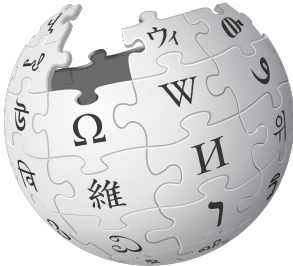| Objective	Measure of success	ETA	Notes
Increase **impact**, decrease size of grants	● Community consultation ● Impact analyses ● Grantees report on global metrics ● R2 decisions focus on impact	Jun 2015	● Shift to global metrics in reporting on 2015 grants
Increase **non-monetary support** through peer and WMF-led knowledge-sharing, mentorship, training, tools	● Participation in events and trainings, feedback ● Use of tools and support ● Contributions toward movement knowledge	Jun 2015	● Hangouts, trainings ● Mentorship, exchange ● Org effectiveness ● Learning patterns ● Shift to global south and gender gap focus
Build a more impact-focused culture by socializing **benchmarking research**	● Two research projects are socialized with key stakeholders in the movement	Mar 2015	● Org effectiveness research ● Participatory grantmaking

3. The Wikipedia Library

Started as an IEG, *was* a community project that received non-monetary support through grantmaking. IEG helped the transition to taking on capacity and organization, training volunteers and delegating specific support roles, and encouraging higher-impact outreach efforts, with a focus on access initiatives. We went through our 'experimentation' phase. Now as TWL scaled into our own program since September, the focus was on streamlining and documenting processes, harnessing momentum to attract more partners, and laying the foundation to build laterally across the globe. In doing so, TWL has itself become a community growth vehicle, by supporting local language branches that are responsive to local needs. We are now becoming the ones providing training, support, metrics and analysis, and organizational expertise to these new satellites.

Activities focus on supporting content growth through different segments of users

Spectrum of on-wiki volunteers

| Readers | New Editors | Active Editors | Super Users |

Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific enablement of super-users

Learning & Evaluation
Informing data-driven decisions for movement leaders

Growth of a library

Wikipedia Community ⟹ **WMF Individual Engagement Grant** ⟹ **WMF Program**

Trajectory: From the Community to Community Growth

IEG: supported an experimental community project
- build capacity and organization
- define specific support roles
- encourage higher-impact outreach
- focus on access

WMF: mentor and scale the program
- streamline and document processes
- onboard and training volunteers
- harness momentum to attract more partners
- lay foundation to build globally

Community Growth: cultivate global network
- support local language satellites
- respond to local needs with local leadership
- provide training, metrics and analysis, organizational expertise

Support super-users globally with access partnerships

Expand Quality Content	**Superusers are prolific creators of good content**	Examples: * JSTOR, Oxford University Press, BMJ, Elsevier * 37% increase in citations to partners * JSTOR provides access to Persian Wikipedians * Visiting Scholar Wehwalt creates 14 FAs
Grow Healthy Communities	**Volunteer coordinators manage local projects**	Examples: * Arabic book pilot * Chinese open resources catalogue * German De Gruyter signups * Chapter and WIR initiated partnerships
Empower Communities' Capacities and Competencies	**Support and mentorship increase global capacity**	Examples: * Satellite setup guide * Initiative process pages * Centralized metrics * Successful partner pitches * Blogs and social media

Q2 goals and status

Objective	Measure of success	ETA	Status	Notes
High-touch focus on major journal partners	* Add 5 major partners * Add a non-English partner * 19 total partners	Jan 2014	✔ **Done**	Grew from 14 to 24 partners Elsevier, MIT Press, +JSTOR, +OUP De Gruyter English-German resource
Open global satellites to any community	* Add 3 new global branches * Same day global signups	Jan 2015	**In progress**	Added German branch Recruited 20+ global coordinators, Created Setup guide Same day signups achieved
Train volunteers to process and manage signups	* 5 new coordinators	Jan 2015	✔ **Done**	8 new coordinators Process pages & defined roles
Develop reference tech	* WikipeDPLA extension * Library Card Platform spec * Linkypedia 2.0 spec	Jan 2015	✔ **Done**	WikipeDPLA chrome extension Specced library card platform Specced Linkypedia 2.0
Outreach through presentations	* Present at 5 major conferences	Jan 2015	✔ **Done**	Presented at CNI, Charleston, ALA, MARAC, NY Metro, and OCLC

Metrics: The Wikipedia Library

Metric Totals (as of)	IEG 1 (Dec 2013)	IEG2 (July 2014)	WMF 1 (Jan 2015)	WMF 2 (Aug 2015)
Accounts issued	1918	2917	**3725**	5250
Unique users	1134	1627	**2021**	2500
Partners	5	14	**24**	35
Donation value	$570k	$1.4 mil	**$2.8 mil**	$4 mil
Global Branches	0	2	**3**	15
Volunteer coordinators	2	2	**9**	25
Staff (full-time equiv.)	1.25	1.5	**2**	2.25
Increased links to partners	n/a	n/a	**14,840 (avg +37%)**	20,000 (avg + 40%)

Note: IEG 1 results include all prior efforts at access donations, dating back to mid 2010 with the first Credo donation. Donation value is an "individual replacement cost estimate" provided by our partners, but should be taken with a big grain of salt because most institutions buy in bulk at a substantial discount.
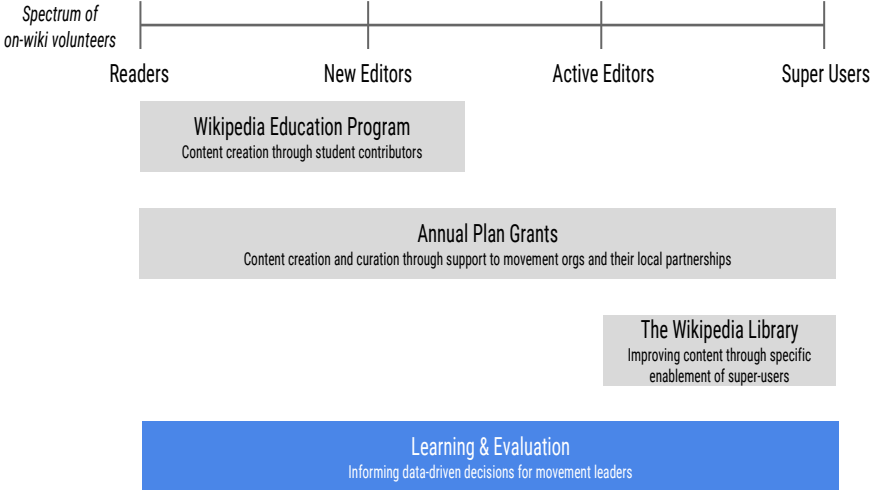
What we learned: Wikipedia Library

- High-touch outreach matters and outreach has scale effects

- We don't know how links are used or what resources communities have

- Global growth requires local advocates and consultation

- Specific roles and documentation permit delegation

- Scale is limited by manual processes without technical leverage

- Librarians and universities are surprisingly willing allies

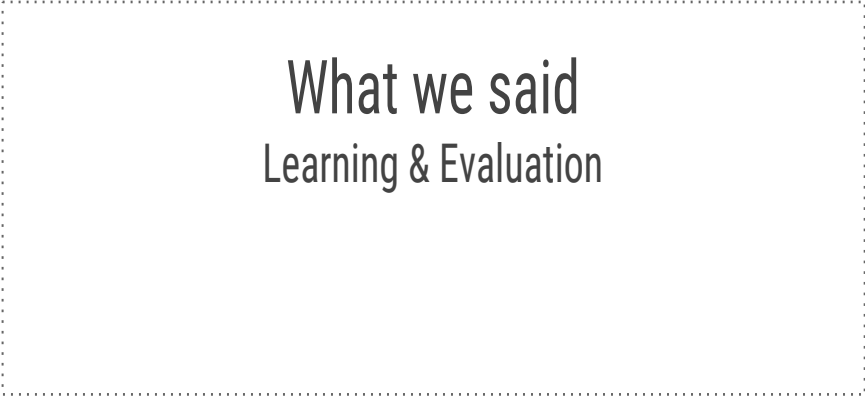- We're lacking GLAM and Open Access capacity despite demand

What's next for Q3 and Q4

Objective	Measure of success	ETA	Approach
Add major partners (including non-English) and extend reach	* Add 5 major partners * Add 5 non-English partners * 1500 users, 500 new users	Aug 2015	Use refined pitch material More editors contacting partners Leverage partners in network
Start global satellite rollout	* Add 10 new global branches	Aug 2015	Start with interested communities Customize and refine to local needs Focus: Arabic, Spanish, Telugu
Train volunteers to run own branches	* Onboard 15 global coordinators * Outreach, Comm, Technical coord	Aug 2015	Use satellite setup guide Provide metrics support
Develop reference tech	* Echo notifications built * Library Card Platform reviewed * Linkypedia 2.0 team funded	Aug 2015	Tell users they are eligible Solicit feedback from WMF tech Connect with GLAM tools
Extend our network of influence	* Present at 5 major conferences * GLAM, University, and OA coords * 5 new visiting scholars	Aug 2015	WikiConfUSA, Wikimania, ALA University Library outreach guide OCLC partnership

4. Learning & Evaluation

Activities focus on supporting content growth through different segments of users

Spectrum of
on-wiki volunteers

Readers   New Editors   Active Editors   Super Users

Wikipedia Education Program
Content creation through student contributors

Annual Plan Grants
Content creation and curation through support to movement orgs and their local partnerships

The Wikipedia Library
Improving content through specific
enablement of super-users

Learning & Evaluation
Informing data-driven decisions for movement leaders

What we said
Learning & Evaluation

Learning & Evaluation

1. Global Metrics

2. Build capacity for self-evaluation

3. Improve access to three evaluation tools

4. Deepen data for Evaluation Reports of Wikimedia Programs

5. Develop Program Toolkits for at least 3 Wikimedia programs and 2 impact reports for Grantmaking programs

- Create and implement a **universal set of metrics,** to analyze the effectiveness of programs and organizations, to get grantees to provide consistent metrics for data-driven decision-making

- Develop **program leaders capacity to self-evaluate,** including virtual and in-person meet-ups for training and shared learning as well as increased number of evaluation learning modules and patterns for translation

- Increase ease of **access to at least three self-evaluation tools**, including increased support to users of Wikimetrics, survey supports, geodata incorporated into searchable dashboards used by program/organization leaders,

- Continue to **deepen the data on existing Wikimedia programs** by **updating the current seven program evaluation reports** and analyzing up to **three new programs**, with a focus on understanding the return on investment

- Develop **program toolkits** for **at least three Wikimedia programs** and **impact reports** for at least **two grantmaking programs/campaigns**

Learning & Evaluation

	Q1 Jul - Sep	Q2 Oct - Dec	Q3 Jan - Mar	Q4 Apr - Jun
Green =Complete	Mapped roles and responsibilities to integrated L&E framework	Universal set of metrics and tool for organizational effectiveness	Mid-year strategy check-in and annual planning	20-25 participants in Wikimedia Conference L&E pre-conference
	Evaluation Portal Redesign	Ibero Conference L&E session	Network analysis of organizations	
	Follow-up evaluation of capacity from 80+ program leaders Editor survey to Arabic Wikipedia	1 New impact report for a grants campaign (Wikimania Scholarships)	**Year 2 Round II Reporting**	1 New impact report on grants campaign (org. effectiveness)
	25 Grantees participate in Learning Day Training (Wikimania pre-conference)	**Year 2 Data collection & mining (Target: 10 programs, 35 direct reporters)**	**2 New Program Toolkits: Education** (January) **Writing Contests** (March/April)	**1 New Program Toolkit: Photo Upload Events** (June)
	New learning module (Tracking and Reporting)	Global South Reader Survey	New learning module (Logic Models/Setting Goals and Targets) Guide Editor Survey for WP	New learning module (Logic Models/Setting Goals and Targets)
	20% increase in Learning Patterns (Target: 60) - Launch of Question Bank (Initiate with 50 items)	15% increase in Learning Patterns (Target: 69) and questions in bank (Target: 58 items)	15% increase in Learning Patterns (Target: 80) and questions in bank (Target: 65 items)	20% increase in Learning Patterns (Target: 96) and questions in bank (Target: 78 items)

In addition to these quarterly targets there are **on-going targets for the year, in Q2** that included:

- Survey consults/pilot collaborations (on-going with rotation of licenses)
- Virtual meet-ups on select evaluation learning topics each month
- Learning Quarterly newsletter
- Blogs and announcements
- Wikimetrics features development
- Logic model outcomes monitoring
- Learning Pattern Library Development

* Year 2 Reporting:

- Edit-a-thons
- Editing workshops
- On-wiki writing contests
- Other upload events (WLE is big this year)
- WEP
- GLAM Content release partnerships

- Conferences**
- Hack-a-thons**
- WiR**
- WLMs

  *** Completely new in Year 2*

Evaluation Report (beta)

Wikipedia Education Program
GLAM Content Partnerships
On-Wiki Writing Contests
Wiki Loves Monuments
Other Photo Contests
Editing Workshops
Edit-a-thons

7 Programs
119 Implementations
63 Program leaders
58 Implementations Reported
61 Implementations Mined

In 2013, the Wikimedia Foundation began an evaluation capacity building initiative. The aim: to build a greater understanding of the incredible work that international Wikimedia organizations and individual volunteers are conducting around the world to increase content on Wikimedia projects. We worked to Identify the most popular programs, began a dialogue, theory of change mapping, and capacity development for program evaluation. We completed a first evaluability assessment by the Fall of 2013 (overview blog) and, based on the results of our first six months exploration and findings, our team conducted a first pilot round of data collection for voluntary reporting on implementations of the seven most popular programs.

23 program leaders reported directly on 58 program implementations and 61 implementations were mined capturing data from an additional 40 program leaders (12 who responded to reporting inquiries)

After preparing initial reports of each of the different programs, we presented our **initial assessment of those seven programs** through virtual meet-ups, blog and social media posts, as well as a poster presentation at Wikimania Learning Day. Each of these programs has a report of its own, including complete data and findings. Find links to each report and a complete overview that discusses our approach, methodology, important definitions, and more about the reporting process at **m:PE&D Reports**.

35/63 program leaders reported (23 in response to call, 12 in response to mining check)

Evaluation Report (beta): Investment and Impact

Goal	Wikipedia Education Program $ to $$$	Wiki Loves Monuments $ to $$$	Other Photo Events $ to $$	GLAM Content Release Partnerships $ to $$	On-wiki Writing Contests $	Edit-a-thons $	Editing Workshops $
Adding Content	★	★	★	★	☆	☆	NA
Increasing Quality	☆	☆	☆	☆	★	☆	NA
Recruiting New Users	★	★	☆	NA	NA	☆	★
Retaining New Users	NA	☆	☆	NA	★	☆	

Note: Darker shading, and larger star size, indicate greater impact observed in goal area; $=Low; $$=Moderate; $$$=High investments reported.
NA: Not Applicable as it is not a priority outcome targeted by most program leaders of these programs

- While programs seem to be reaching a number of their intended impact targets, the majority have not demonstrated doing so with any correlation between investments and outcomes in many cases. (Increased investment has not been observed to scale impact in the data reported thus far.)
- Some programs need to implement better measurement and tracking strategies to see whether they are reaching some other key targets (i.e., teaching editing skills, increasing motivation, partnership development, etc.) as well as why they are not reaching some core intended outcomes (i.e., retaining new editors) by answer questions such as:
    - Are new users being adequately trained within Editing Workshops? What skills are they walking away with and what are their intentions toward contributing?
    - What are the barriers and solutions to activating and/or tracking new contributors?
    - What strategies are in play to make some campaigns more successful in terms of higher usage and quality?
    - How does program participation influence existing editor motivation to contribute?

The following percentages are how many program leaders reported the following data:

- 63% of reported contained partial or complete data for budget, hours, and content production.
- 63% reported photos/media uploaded

- 45% reported overall "active" editors at 6-month follow-up (19% reported zero retained)
- 39% reported edit counts
- 27% reported/or had a reportable amount of text added to Wikipedia's article namespace ("bytes added" for most European languages 1 byte = 1 character)

Round I Next Steps

We needed:

1. *More* data and *better* data.
2. **Improved tools** to gather better metrics
3. **Consistent metrics** to help locate good practice for programs
4. For program leaders to **be bold** and **experiment** with different implementation models **and share** evaluations.

(This was only the beginning!)

Some key resources developed since:

Wikimetrics Learning Module (August 2013 and ongoing)
Learning Pattern Library (October 2013 and ongoing)
Tracking and Reporting Toolkit (February 2014 and ongoing)
Program Resources Pages (February 2014 and ongoing) ~ To deepen into program toolkits as we identify the most impactful programs and their practices
Survey support resources and learning module (March 2014 and ongoing)
Global Metrics (August 2014) and corresponding learning patterns for global metrics (August 2014 and ongoing)
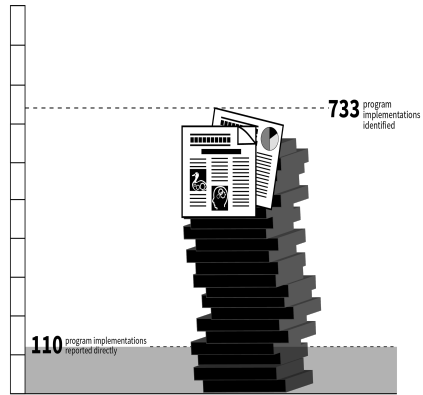Monitoring, Tracking, and Reporting Module (September 2014)
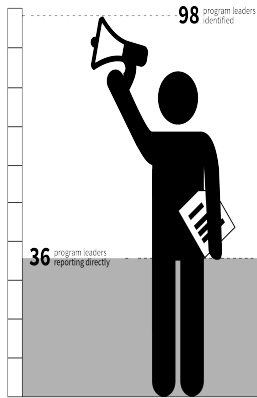
What we did
Learning & Evaluation: Programs Impact

Round II Data Collection Q3 Target: 10 programs, 35+ Program Leaders

Objective	Measure of success	Dependencies	ETA	Status
Second round of voluntary reporting data collection				
More data: Data mining Increase program implementation data for a greater number of programs (10 in 2015)	Greater number of implementations than round I (>119)	**STAFF** Recruited 2 fellows	Dec 2014	✔ **Done**
More data: Outreach **(1)** Qualtrics collector **(2)** Follow up with PEG grantees & non-grantees to fill mining gaps	Data reports from at least 35 program leaders on more implementations than Round I (>58)	**Community response** Grantees Non-Grantees **TOOLS** Wikimetrics Quarry GLAMorous CatScan2	Nov 2014 - Feb 2015	✔ **Done** Already received data from 36/98 program leaders on 110 implementations
Better data **(1)** *Targeted* outreach for strong APG programs and key metrics **(2)** Define and obtain metrics for data gaps	- Assess quality ratings and retention - Increase in program leader adoption of metrics and reportability - Improved evaluation reports and identification of impactful programs		Dec 2014 - Feb 2015	**In process**

Programs Impact Evaluation Round II

Since October 2014 open reporting and **thorough** mining of project pages and grantee reporting.
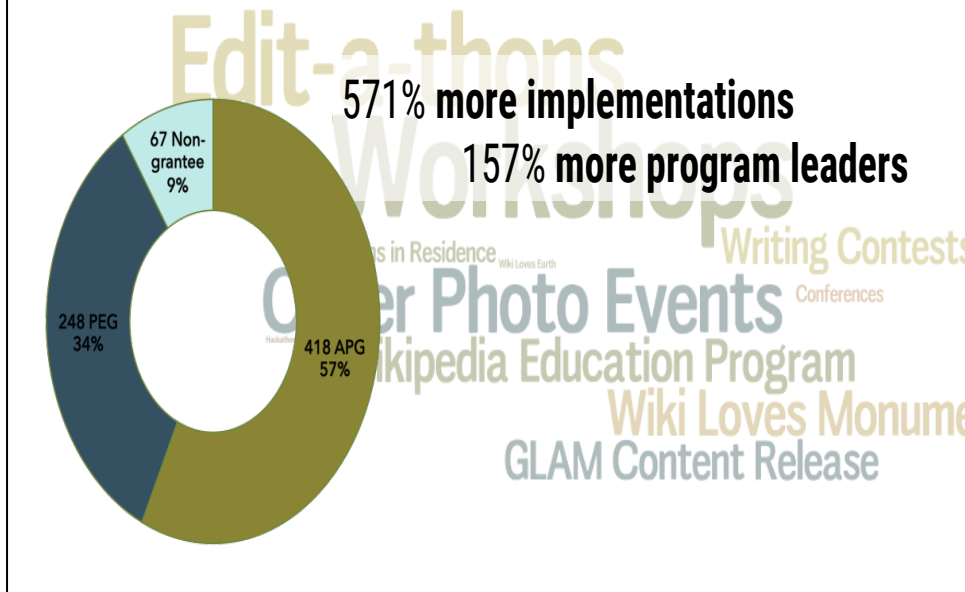

98 program leaders identified

36 program leaders reporting directly

733 program implementations identified

110 program implementations reported directly

What we learned (so far)
Learning & Evaluation: Programs Impact

What we learned: We captured much more data

571% **more implementations**
157% **more program leaders**

67 Non-grantee 9%

248 PEG 34%

418 APG 57%

Building Program Leader Capacity & Reportability

Evaluation Pulse survey suggested increased programs evaluation with self-reports of:

- Increased tracking which, for the most part, met or exceeded L&E targets for 125% increase over 2013 baseline: Of the 90 program leaders who responded to this year's Evaluation Pulse survey, the majority, in advance of the implementation of global metrics in late August, reported they were already tracking many key data points for understanding program impact including: date/time of program, program budget/costs, number of media uploads, participant user names, number of new articles, number of articles edited, number of new accounts created, donated resources, and lessons learned.

- Majority of program leaders feeling fairly prepared to track and document their programs and impact.
  - 67% reported being "mostly" or "completely" prepared to document their programming (up from 50% in 2013)
  - 54% reported being "mostly" or "completely"prepared to articulate their program strategy (up from 43% in 2013)
  - 52% reported being "mostly" or "completely" prepared to track and monitor their program accomplishments (up from 43% in 2013)
  - 44% reported being "mostly" or "completely" prepared to measure their program impact (up from 29% in 2013)

Located 733 Implementations of 10 Programs

184   Photo Events
        71 Wiki Loves Monuments
        13 Wiki Loves Earth
141   Edit-a-thons
157   Workshops
 60   GLAM Content Release
 67   Wikipedia Education Program
 56   Writing Contests
 32   Wikimedians in Residence
 26   Conferences
 10   Hackathons

What we learned: We reached farther and deeper to 59 countries

197% more countries
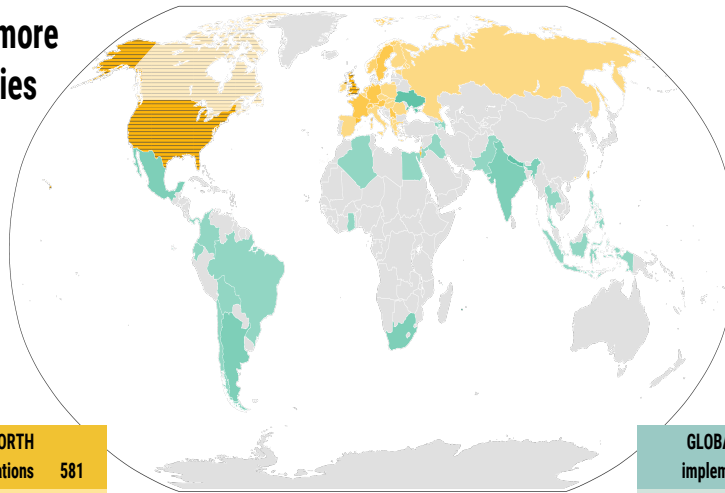
Legend

English as a first language

Global North

Global South

Shades indicate number of programs

GLOBAL NORTH implementations	581
English	190
Non-English	391

GLOBAL SOUTH implementations	152
English	0
Non-English	152

María Cruz, Edward Galvez, Jaime Anstee CC-By-Sa 4.0

A majority of the program implementations are from non-English countries primarily because of Europe

Metrics and accomplishments: Data capture & reportability

Of the 733 Implementations identified and mined we have found that the participation and content reported by program leaders includes:
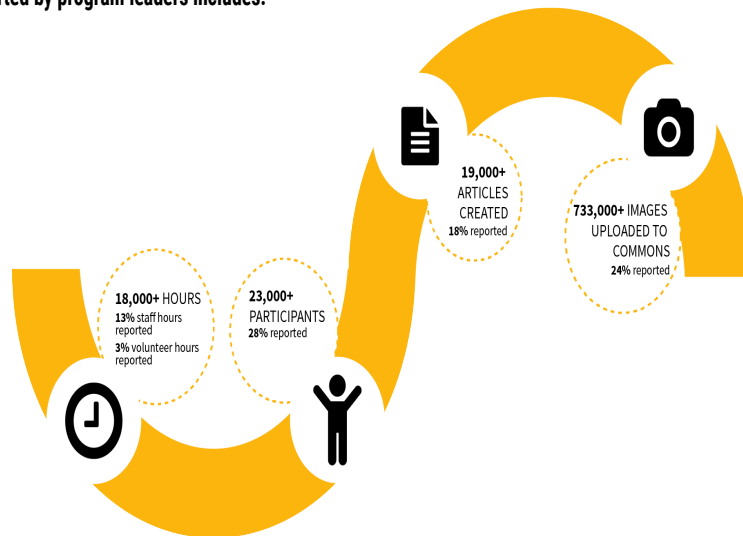
18,000+ HOURS
13% staff hours reported
3% volunteer hours reported

23,000+ PARTICIPANTS
28% reported

19,000+ ARTICLES CREATED
18% reported

733,000+ IMAGES UPLOADED TO COMMONS
24% reported

Total Commons uploads during the time period: 5,250,304 (by users not bots)- 14% of images uploaded by non-bot users to Commons during the same time period

5006   Staff hours (13% reported)
13,364   Volunteer hours (3% reported)

23,407   Participants (28% reported)
2,953 New accounts (28% reported)
938   Active Editors (12% reported)
111   List of Usernames (26% reported)

19,409   New articles created (18% reported)
58,134   Wikimedia pages improved (10% reported)
733,080   Images uploaded to Commons (24% reported)
88,059   Unique images used in articles namespaces
         (20% reported)

58 million   Bytes added (12% reported)

38,673   Pages of text added (*at 1500 bytes per page*)

5.7 million   Bytes removed (5% reported)

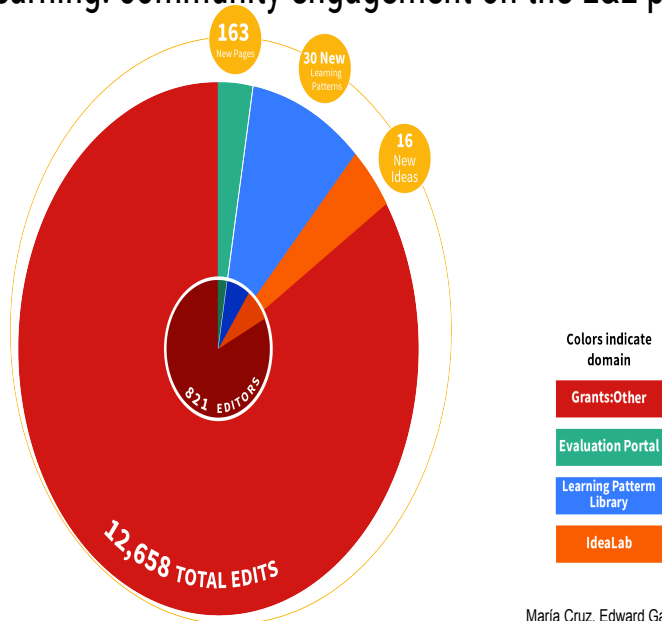3,797 Pages of text removed (*at 1500 bytes per page*)

More Metrics and accomplishments:
L&E Mentoring & Resources

- Programs Mapping and Report Mining (October - December 2014)
- Education Toolkit Project (September 2014 - January 2015)
- APG Targets Mapping and Input (October 2014)
- Virtual Series on Storytelling (October-December 2014)
- Learning Pattern Library Curation (November 2014 - January 2015)
- IberoConference L&E Workshop (November 2014)
- Community Communications and Coordination (On-going)

In addition to these quarterly targets there are **on-going targets for the year, in Q2** that included:

- 3 Survey consults/pilot collaborations (on-going with rotation of licenses)
- 3 Virtual meet-ups: Series on storytelling
- Learning Quarterly newsletter (July-September Review)
- 3 Blogs + Biweekly announcements
- Wikimetrics features development (Central Auth Expansion of Cohorts, Delete username, Cohort tagging, access to Wikimetrics user data for tracking use.
- Learning Pattern Library Development - Categories mapping and assignment for curation, templates for inclusion

Multiplying learning: community engagement on the L&E portal

163 New Pages

30 New Learning Patterns

16 New Ideas

821 EDITORS

12,658 TOTAL EDITS

Colors indicate domain

Grants:Other

Evaluation Portal

Learning Patterm Library

IdeaLab

María Cruz, Edward Galvez, Jaime Anstee CC-By-SA 4.0

* All portal activity, by community and Grants team members.

	% WMF Users	Ratio WMF:Non-WMF
Editors	4%	1:24
Edits	25%	1:3
Pages/ Patterns Created	26%	1:3
Endorsements	43%	2:3

What's next
Learning & Evaluation: Programs Knowledge, Design & Toolkit Development

-

Q3 & Q4: Analysis, Reporting and Dissemination

Objective	Measure of success	Dependency	ETA	Status
Second round of voluntary reporting data collection				
More data: Outreach (1) Follow up with grantees & non-grantees to fill mining gaps	Data reports from at least 35 program leaders on more implementations than Round I (>58)	**Community response** Grantees Non-Grantees	Nov 2014 - Feb 2015	Non-grantees & certain PEG completed December 2014
Better data (1) *Targeted* outreach for strong programs and key metrics (2) Define and obtain metrics for data gaps	- Assess quality ratings and retention - Increase in program leader adoption of metrics and reportability - Improved evaluation reports and identification of impactful programs	**TOOLS** Wikimetrics Quarry GLAMorous CatScan2	Dec 2014 - Mar 2015	Already received data from 36/98 program leaders on 110 implementations
Report Dissemination and Toolkit development				
Promote Effective Programs Complete 3 reports: WIki Loves Monuments, Photo Contests, and Editing Contests	(1) Series of blogs and meet-ups on programs impact findings (2) Program toolkits for Education, Writing Contests, and Photo Events**		Mar 2015 * Apr 2015 ** Jun 2015	
Staggered release of remaining program reports	Series of blogs and meet-ups on programs impact findings		Mar 2015 - Jun 2015	

- Data outreach and corresponding metrics pulls (January - February)
- 10 Program reports + corresponding blogs, & hangouts (March - May)
- 3 Program toolkits: Education, On-wiki Writing Contests, and Photo Events
- Workshops and Conference Sessions (April - June)

Growth Team Asks

Continued growth in interdepartmental alignment with Engineering Product and Analytics for:
- Wikimetrics development
- Education Extension / Campaigns support
- TWL notifications, link-metrics and Library Card guidance

Questions and Discussion