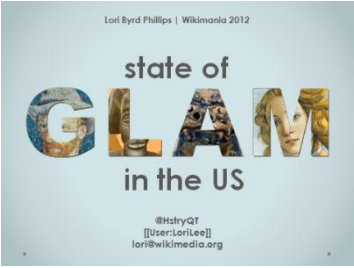

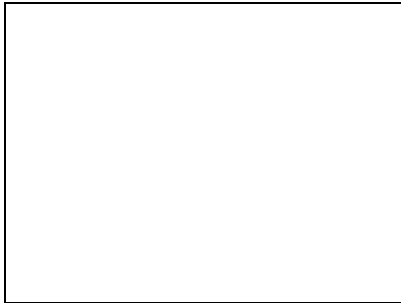


State of GLAM in the US Presentation Notes

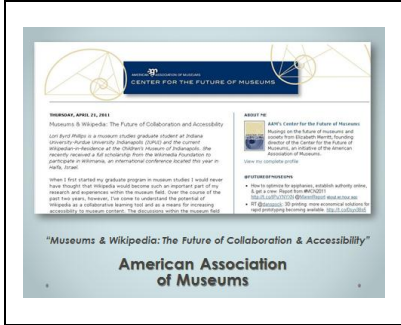
Lori Byrd Phillips
Thursday, July 12, 2012

	<p>I'm Lori Phillips and throughout 2012 I have been serving as the US Cultural Partnerships Coordinator for the Wikimedia Foundation.</p> <p>Today I'll be sharing about</p> <ul style="list-style-type: none">• How far GLAM has come in the US over the past two years,• What we've accomplished so far in 2012,• And goals for the GLAM: US community moving forward.
 <p>GLAMcamp New York Spring 2011</p>	<p>Let's start off with how we got where we are today.</p> <p>Two years ago, Wikipedia would not have been considered a core part of any cultural institution's mission.</p> <p>Most didn't really take GLAM-Wikimedia collaboration seriously until institutions like the British Museum and the Smithsonian began to legitimize the concept.</p> <p>In the spring of 2011 we held our first GLAMcamp in New York City. GLAMcamps have become a valuable event where Wikipedians involved in GLAM develop tools, documentation, and broad strategy for outreach.</p> <p>This first GLAMcamp really helped to organize the global GLAM community, and it came at a perfect time.</p> <p>It was about a year after Liam's initial residency at the British Museum, I was about 9 months into my residency at the Children's Museum of Indianapolis, and things were about to take off in the US with Dominic McDevitt-Parks' residency at the US National Archives, and Sarah Stierch's residency at the Smithsonian.</p>
	<p>Beginning last summer, we all began to receive a surprising amount of press surrounding our residencies.</p> <p>This wasn't something we expected, but we went with it.</p> <p>The National Archives had stories in the Huffington Post and the Atlantic, and many other publications.</p>
	<p>Just for some more quick examples:</p> <p>Sarah Stierch was featured in the Chronicle of Philanthropy and elsewhere.</p>



Richard received coverage for his Edit-a-Thon at the New York Public Library with both the American Libraries Association and the New York Times.

There was also a story on a British Library edit-a-thon in The New Yorker.



Around the same time as GLAMcamp New York I had the opportunity to write a blog post for the Center for the Future of Museums, an arm of the respected American Association of Museums (or AAM.)

This led me to also write a piece for the printed AAM Museum magazine. All of these opportunities led to a lot of interest in GLAM in the US, but we still weren't necessarily mainstream.



Last June, this tweet came from the Center for the Future of Museums. "Wikipedian in Residence: Trend or Fad?"

It was in reaction to Dominic's press for his residency at the Archives, and I'd say that this sums up the general feelings that the US cultural sector had about GLAM at that time.

I don't think I've ever been at once so excited and so frustrated by a tweet! But it led me to become even more determined to prove that GLAM was sticking around.



And wouldn't you know? Less than a year later, the Wikipedian in Residence model was included in the inaugural Center for the Future of Museums TrendsWatch report.

Not a fad. A trend.



By this past December, we had many museums get started with partnerships and many more who were interested in getting started.

This list is not intended to be able to be read, but to illustrate the scope of what we were trying to support.

The larger names are those who had long-term projects or who had Wikipedians in Residence.

The smaller names are those who were in the pipeline, wanting to get started.

This was when I began my position as US Cultural Partnerships Coordinator, in December.



The goals of my coordinator position have focused on three main areas:

Continuing support and outreach for GLAM professionals through documentation, publications and presentations.

Bringing together the GLAM-Wiki US Community to connect with each other and to more easily support GLAMs.

And connecting the GLAM-Wiki US Community and GLAM professionals in a new, self-sufficient professional network that will help GLAM become sustainable in the US.



One of our main outreach efforts was at the American Association of Museums, who invited us to present about GLAM in the panel, "Wikipedia and the Museum: Lessons from Wikipedians in Residence."

The fact that they invited us was a major coup.

AAM is the largest museum conference in the US with around 4,000 attendees. Of the 150 sessions, we were also chosen to be one of 10 in the online conference, where we reached even more people.

The AAM conference became a major turning point for the GLAM movement.

This was the first time that it became clear that museums were embracing Wikipedia as a serious tool for furthering their missions. We went in expecting to do a lot of convincing – but no one needed to know "why" anymore. They all just wanted to know "how."

This quote comes from a recap written by a museum blogger who attended our session. It was an entire post about why museums should embrace Wikipedia.

AAM was also the start of our cooperation with The Getty. Our contact there told me that our presence at AAM was what changed the minds of her colleagues who previously hadn't taken GLAM seriously.



Following AAM, this idea that GLAM had finally "made it" continued at MuseumNext, an international museum technology conference. ***

Nancy Proctor, Head of Mobile Strategy at the Smithsonian, framed her keynote around Wikipedia, pointing to it as an ideal example of a distributed community of experts and engaged contributors.

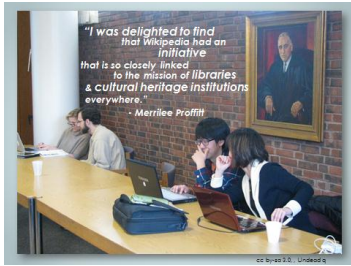
In fact, three of the four keynotes included Wikipedia as an example, as well as many other sessions. MuseumNext was the first time that I had seen GLAM professionals telling each other, repeatedly, that Wikipedia was useful, relevant, and worth pursuing. Once again, it wasn't about the "why" anymore, it was about the "how."



Because museums are my background, I've been focusing on outreach in this area, but that doesn't mean that archives and libraries haven't been in the mix.

Dominic and the staff at the US National Archives have been doing their own outreach, including David (Fair-ee-oh), the Archivist of the United States, who you'll have a chance to hear in Saturday's closing keynote.

The National Archives' outspoken support for GLAM has been extremely important within the US. And this was made even more explicit when Wikimedia was repeatedly mentioned in the National Archives' recently released Open Government Plan for 2012-14.



Libraries have also come into their own over the past two years, especially with the successful Wiki Loves Libraries campaign last fall, which will be replicated again this year.

When I began my position with the foundation, I was eager to see more of the “L in GLAM” in our Outreach efforts. In addition to Wiki Loves Libraries and other Edit-a-Thons throughout the US, the Online Computer Library Center, or OCLC, started a Wikipedian in Residence project this spring. – A huge step for GLAM-library collaboration.

Both Max Klein, the OCLC’s Wikipedian in Residence, and Merrilee Proffitt, Program Officer for OCLC, are here at Wikimania. You can find them to learn more about OCLC’s Wikimedia cooperation.



So what was the result of all of this outreach? Well, just to remind you – this was what our list of institutions looked like in December, about six months ago.



And this is what it looks like today, after our abundance of outreach in the past months.

But outreach isn’t useful unless we can follow through in an effective way. It’s amazing that we have reached a point where GLAM is respected among cultural organizations, but we have an interesting problem in that we don’t have enough Wikipedians to support the many GLAMs who are interested.

That brings me to my other goal for GLAM-Wiki US...



... Bringing together the GLAM-Wiki US Community to connect with each other and to more easily support GLAMs.

We began this process at GLAMcamp DC in February, where we brought together around 30 Wikipedians and cultural professionals at the National Archives to establish a system for GLAMs to more easily connect with Wikipedians.



This system came in the form of the GLAM/US Portal, a space on the English Wikipedia within the GLAM WikiProject.

The goal of this space is to allow cultural professionals to be more self-sufficient in finding information about GLAM and finding resources to get started with a partnership.

This space will link you out to the case studies that are compiled on the global glamwiki page, but it is also unique in its way of connecting GLAMs with individual Wikimedians. It includes a Connect page, a Contribute page, and the GLAM Bookshelf.



The GLAM/Connect page has lists of Wikimedians that GLAM professionals can reach out to, including both outreach volunteers and online volunteers.

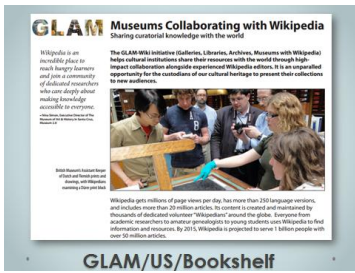
There is also a list of cultural professionals who have already carried out partnerships and are willing to answer questions.

An idea that came out of GLAMcamp was to create Connect pages for each state. This is the example for Indiana. Each one has local contacts, WikiProjects related to that state or region, and links to local Campus Ambassadors.

(There are still quite a few states that need to be created, so don't be afraid to lend a hand if you're interested in helping.)



The GLAM: Contribute page walks GLAM professionals through the process of considering what project is right for them, as well as finding resources, and connecting with a Wikipedian.



The GLAM: Bookshelf lists powerpoints, handouts, and project plans that the GLAM community has created.

One of the first things a cultural professional will want to do is find materials for convincing the rest of their staff that they should start a project. This is a one-stop-shop for these resources.

Included on the Bookshelf is the GLAM One-Pager, which was created by a team at GLAMcamp DC and has been used successfully at conferences and in organizations all over the US.

There is a museums and an archives version of the One-Pager, and hopefully a libraries version soon.


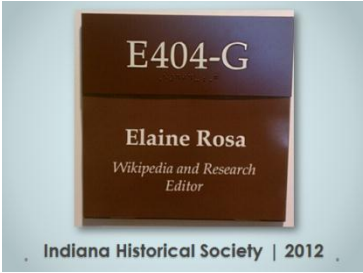
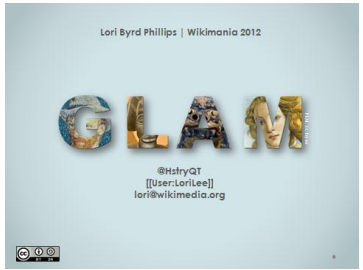
We hope to have an unconference session where the one-pager file can be moved to an open space so it can be more easily translated and updated.



But what's next for GLAM-Wiki US?

While we've come far in organizing the GLAM:US community, we're still far from the point where we have a specific Wikimedian supporting every interested cultural institution.

We are always in need of more online and outreach volunteers. If you're interested in helping with GLAM projects in the US, please add yourself to the GLAM:Connect page.

	<p>For the rest of 2012, the focus will be on making GLAM self-sustaining in the US beginning in 2013.</p> <p>We're at a point where GLAM professionals themselves are becoming highly experienced in Wikimedia partnerships. Support for new GLAMs doesn't have to fall on a small group of Wikipedians. GLAMs can now help GLAMs.</p> <p>What we need is a centralized space where GLAM professionals and Wikipedians can come together to discuss ideas, share resources, and generally support one another.</p> <p>We aim to do this by establishing the GLAM-Wiki US Consortium, which will begin as an informal professional network. The goal is to become a more formal entity, perhaps a non-profit, in another year or so.</p> <p>For now, the focus is on creating a useful and efficient platform for GLAM professionals and Wikipedians. It's important that cultural professionals take ownership of this group equally alongside Wikipedians.</p> <p>For the next two months, we will all discuss what infrastructure will work best. Please do join the conversation on the GLAM:US portal.</p>
	<p>After this year, what I really hope to see are GLAMs feeling empowered and supported enough to do big things through Wikimedia partnerships. We've come far, but we still have a long way to go.</p> <p>In the future, I hope to see more institutions stepping out like the Indiana Historical Society, who believe a long-term Wikimedia partnership to be so important, that their Director of Education changed positions to be their "Wikipedia and Research Editor."</p> <p>Elaine is serving as the Historical Society's Wikipedian in Residence and has been working hard to get a long-term partnership started off on the right foot.</p> <p>That's really what we want, are for the experts in cultural institutions to become a part of the Wikipedia community. Not just standing on the sidelines. And we're getting there.</p>
	<p>And that's the state of GLAM in the US!</p> <p>I'd love to hear your thoughts and ideas, so feel free to find me this weekend and share what's on your mind.</p> <p>Thanks so much.</p>