COMMUNITY MANAGEMENT PLAN

Plan for the community for 2019

Budget for 2019: 101'500 CHF

COMMUNITY HEALTH (RETAIN EXISTING)

WMCH services to members.

Improve the communication and the services to the community specifically microgrants and scholarships.
Help to solve internal conflicts and legal issues.

Revitalize old online projects.

Revitalize projects connected to Switzerland (like the portals), propose oline contests and open to other projects (like Wikivoyage)

Re-imagine offline events and presence.

Re-imagine the offline structure using local offices and cantonal coordinators.

Budget: 28'000 CHF

COMMUNITY BUILDING - RETENTION OF NEW ACQUIRED VOLUNTEERS

Online and offline rewards.

Create a system of gratifications to motivate new volunteers. Thank you, barnstars, prizes or presents.

Mentoring.

Organize a better mentorship and monitoring of new editors and addressing them to the right projects.

Offline events (specifically for new editors).

Re-imagining online events as more motivational events.

Budget: 10'000 CHF

COMMUNITY RECRUITMENT (AND OUTREACH)

Reach out to subcommunities and work with leaders.

Start to imagine to the community as an universe of subcommunities, sometime marginalized, and animated by specific leaders.

Target sub-communities (i.e. photographers, travelers, coordinators).

Redefine the current communities and follow specific programs to attract volunteers following their interest (photos -> Commons).

Knowledge equity.

Work with specific minorities and disabilities to reduce the gap.

Budget: 24'500 CHF

COLLABORATION WITH BORDER CHAPTERS/COMMUNITIES

Transnational events (including WAF and Wikicon).

This section includes support to transnational events like Wikicon and WAF including scholarships.

Collaboration with chapters/communities.

Communicate and collaborate with other chapters or communities for transnational events.

Participation to international events for Community Managers and Wikimania.

Staff travel costs to Wikimania and to VSN.

Budget: 24'000 CHF

COMMUNITY HEALTH (RETAIN EXISTING)

Tools (monitor content and users).

Develop a specific tools or solutions to identify Swiss contributors and catch them immediately.

N.B. The development will be under of 2018

Improve communication and sponsorship program.

Be more present in social media and websites and to start to target the communication (i.e. technician).

Budget: 15'000 CHF