The GLAM strategy for Wikimedia DE

correlated to present measures

Based on the operational goals as shown in <u>WM DE development plan</u> for 2012

[A]   Promoting volunteerism: 50% increase in the outreach through different actions
[B]   Political work
[C]   Organization development: double as many than 2011 shall participate actively in the association
[D]   Increase in quality through technical support
[E]   Gaining authors and author diversity especially women
[F]   Liberation of content at least two collaboration treaties with GLAMs, Public Resorts or Media Enterprises
[G]   Reuse the use of Wikimedia contents by press media shall increase

derives the focus of GLAM-Strategy to be spelled: Free iDEAs

F   Liberation of content
i   it happens in the IT world
D   Increase in Quality
E   Gaining new authors and their diversity
A   Promoting volunteerism
s

Starting point in spring 2012

Community actions: Hamburgisches Museum; Open Knowledge Foundation, Wiki Loves Monument, Wikipedia trifft Altertum, Lange Nacht events ...

WMDE actions: Collaboration treaties with German Archaeology Institute, Foundation City Museum Berlin including installing Wikipedians in Residence; Federal Archive, German Photothek and many spread contacts to a vast number of institutions but lacking planning and reportsystem.

General aims for 2012/2013

- Increase of quality of Wikipedia and related projects
- Gaining new authors and their diversity
- Promoting volunteerism
- Liberation of content

Specific goals

- Increase the diversity of the associated GLAM institutions
- Cover Germany
- Involve strongly the Community
- establish a repot system that allows documentation and evaluation

Visions

- Enhance international collaborations in between GLAMs and Wikipedia Chapters.
- Obtaining free contents in exchange for introduction to the rather helpful mediawiki tools
- Create an exhibition ground in the wikimedia world where exhibition with free contents could be shown to a world public (compare for instance the Digital Vaults at www.archives.gov/nae).

Thus the strategy is based on five operation field to obtain the targets listed above.

1   outstanding institutions as opinion leaders

We are happy that having the DAI as partner we will be able to outreach further to foundations vital to cultural and scientific life in Germany such as Deutsche Forschungsgemeinschaft 0r Leibniz Gesellschaft.

Leads to:

- Increase of quality of Wikipedia and related projects
- Gaining new authors and their diversity
- Increase the diversity of the associated GLAM institutions

present measures in survey

1.1   Coop DAI

- surveying and support events: Lange Nacht der Wissenschaften on June 2nd 2012 (done) - Back Pass tour - Workshop program for employees on „how to edit" and „legal advice"- excursion for WP to Istanbul - Workshop WMDE Render & Wikidata and DAI on Georeferencing on September 7th & „Wikipedia trifft Archäologie" 2013 - 02 - 13?? at the Auswärtigen Amt
- coordinating the WiR: Marcus Cyron - ends 2012 - 11 - 30
- regular meeting with institution
- content liberation: facilitating the tools to obtain the goal

1.2   Coop Stadtmuseum Berlin

- surveying and support events such as Lange Nacht der Museen on August 25th and the Berliner Stammtisch in September
- Workshop program for employees on „how to edit" and „legal advice"
- coordinating the WiR: Kilian Kluge - ends 2012 - 10 - 12
- regular meeting with institution
- content liberation: facilitating the tools to obtain the goal

1.3   Coop Museumsdorf Düppel

- arranging back pass tour, will take place on September 9th
- coordinating the coop WMDE Projekt Silberwissen Workshop program
- content liberation: facilitating the tools to obtain the goal

1.4   Deutsche Digitale Bibliothek

handled by Mathias Schindler

1.5 Literaturarchiv der Stadt München
idea: arrange back pass tour for WP Munich as second step towards coop

1.6 Stiftung Preuss. Kulturbesitz
partner in Zugang gestalten (compare 2.3)

1.7 Jüdisches Museum
partner in Zugang gestalten (compare 2.3)

1.8 ITS Aarolsen Archiv (bei Kassel)
meet new director in Feb 2013

1.9 Deutsches Technik Museum Berlin
- planned to arrange WP workshops with journalists at museum in late fall 2012 in coop with WMDE PR dept.
- connect expert in oldtimers from DTMB to community project „Automuseum Braunschweig"

1.10 Filmmuseum Potsdam
needs action before present director leaves in 2013

1.11 Barbara Wiermann (Musik - digitale Notationssysteme Hochschule)
1.12 Museum für Naturkunde Berlin,
after hosting a Wikipedia stand at the Lange Nacht der Wissenschaften in June 2nd 2012

1.13 Stadtarchiv Braunschweig

Institutions to be addressed due to their outstanding role in their field:

- Schirn Frankfurt
- Deutsches Museum München
- Hygiene Museum Dresden
- Alte Pinakothek München

2 Presenting Wikimedia Deutschland as collaboration partner on GLAM platforms

Using GLAM related conferences as platforms to present Wikimedia Deutschland as attractive partner the [Conference](#) "Open to public – Creating the digitized future of cultural heritage" in the end of October in Berlin serves as an example. Leading museums from Germany will meet at the famous Jewish Museum together with stakeholders of editing houses, net-enterprises and Wikimedia to discuss licensing, copyright and free access as a challenge to the cultural heritage. Wikimedia is co-writing the agenda of the conference.

Leads to:

- Increase the diversity of the associated GLAM institutions
- Cover Germany

present measures in survey

2.1   Open Knowledge Festival
lieu: Helsinki

date: 2012 - 09 - 19

role: speaker

status: scheduled

topic: WMDE GLAM Strategy

2.2   EXAR 2012
lieu: Brugg, Suisse

date: 2012 - 10 - 06 & 07

role: coordinating WMDE presence

status: in progress

topic: presenting to the european experimental archaeologists Wikimedia potential by Marcus Cyron

2.3   Zugang gestalten! GLAM Conference
lieu: Berlin

date: 2012 - 10 - 22 & 23

role: co-organisation

status: acquisition of speakers, drafting the program & assuring that WMDE is well presented

topic: visions and taboos in shaping the digital access

2.4   Photo-Workshop
lieu: Hamburg

date: 2012 - 08 - 26

role: speaker

status: scheduled

topic: presenting WMDE to HH GLAM institutions

2.5   GLAM Camp
lieu: London

date: 2012 - 09 - 15 & 16

role: coordinating the presence

status: in progress

topic: Kilian Kluge will report on WiR in Germany

2.6   MAI Tagung
lieu: yet unknown

date: 2013- 05

role: not yet defined

status: in discussion

topic: win/win presentation

2.7   Annual Meeting of Deutscher Museumsbund

3   Support activities by the community
Using the good experiences made with the format "Lange Nacht …"

Excursus: Lange Nacht der Museen was an event format created in Berlin in the 1997. Several museums of Berlin opened almost all night to the public to attract new visitors. It worked so well that today you find not only in Berlin, but also all over Germany and in Europe Lange Nacht for Museums, for

Science, for Theatres for Monuments. The public loves it. The institutions benefit on common public relation and infrastructure such as ticket sale, shuttle in between the venues … Participation counts in thousands. In Berlin this winter after only 15 years the 1 Million ticket was sold.

In order to present interesting and attracting programmes the institutions are happy to obtain suggestions from outside. This is an opportunity for Wikipedians or Wikimedians to enter the scene. We could arrange a Wikipedia editing workshop or present a Wikipedia booth. We could offer QR-Codes ready to relate to foreign language article in Wikipedia on the exhibits shown at the local museum. So starting of with a small project easy to handle for Wikipedian volunteers it might arise a growing collaboration that serves our main aims (Free iDEAs). To spur this action we have collected the experience of several Lange Nacht events and created a [wikipedia project page](), where activists can inform themselves How-to-do-it, where & when the next event will be in their neighbourhood. Finally here it is where volunteers may document their efforts. Thanks to collaboration with [Kulturserver]() we will have a little widget providing the Wikipedia project tool with up to date data on upcoming events. In Germany alone there are about 120 Lange Nacht events per year.

Leads to:

• Promoting volunteerism
• Increase the diversity of the associated GLAM institutions
• Cover Germany
• Involve strongly the Community

present measures in survey

3.1   2. Workshop Hamburgische Geschichte
First meet community members to exchange experiences and opinions and second acknowledging engagement.

3.2   Lange Nacht Toolkit
Arranging the cooperation with [Kulturserver]() to obtain the widget to find the next „Lange Nacht" in your region and support the presentation on WikiCon 2012 - 08 - 31 - 2012 - 09

3.3   Automuseum Braunschweig
5 to 6 members of the comunity wish to document the private collection of oldtimers. Supporting by connect the project with an expert from Deutsches Technikmuseum (done) and helping to find a tent for rent.

4   Create opportunities for GLAM institutions and Wikipedians to meet

Perpetuating the Community format "[Wikipedia trifft Altertum]()". The format "Wikipedia meets ..." focus on the chore idea: Scientists meet their counterpart at Wikipedia. In 2011 this format took for the first time place in Göttingen, a university town with centuries of knowledge sharing tradition. It was attended by around 100 persons both scientists in ancient history as archaeology and Wikipedians working on related topics. It was a conference with keynotes and work sessions that not only let to the Wikipedian in Residence internship at the well-respected [German Archaeological Institute]() this year in Berlin, but also to many new insights, articles and

contributions to the Wikipedia. In February we will arrange the next"Wikipedia trifft …" conference at the Ministry of Foreign Affairs head of the German Archaeological Institute.

Leads to:

- Increase of quality of Wikipedia and related projects
- Gaining new authors and augment their diversity
- Promoting volunteerism
- Increase the diversity of the associated GLAM institutions
- Cover Germany
- Involvement of the Community

present measures in survey

- „Wikipedia trifft Archäologie" in February 2103 at the Auswärtiges Amt Berlin (compare Coop DAI)
- participation of WMDE as partner in Leibniz Gesellschaft research association „Science 2.0"

5   Linking to other Wikimedia projects

It is of vital importance to the success of the GLAM outreach strategy that it is linked to other existing WMDE projects. Together they form a solid network to fulfill the expectations of members and community alike. Thus first achievements are obtained like:

- Experimental Archaeology Museumsdorf Düppel linked to the WMDE project „Silberwissen" (the German TAO) to integrate elderly people as contributers to the Wikipedia (planed)
- Georeferencing in Historigraphy (DAI) linked to Render and Wikidata
- or via the Filmmuseum linking the Hochschule für Film und Fernsehen in Potsdam to department „Bildung und Wissen"

Leads to:

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present measures in survey

5.1   WM international
- Support of WLM international Team. The workflow will remain steady until the end of the year.
- Edit-a-thon on Dresden & Coventry together with Rock Drum and WM UK scheduled for spring 2013 (check out!!)

5.2   WMDE

5.2.1   Bildung & Wissen

- Hochschule für Film & Fernsehen Potsdam, first contact meeting arranged, B&W is likely to start workshop programme for students and teachers alike
- Projekt Silberwissen compare Museumsdorf Düppel (1.3)

5.2.2   Community Förderung

- WikiCon: presenting Lange Nacht Toolkit
- further see 3.1 supporting community activities

5.2.3   Render and Wikidata compare Coop DAI (1.1)

Finally action without reflecting seldom leads to success. Hence the last paragraphis dedicated to:

Reporting

In order both to inform and stimulate the community members to own action and GLAM institutions to follow the example of institutions already dedicated to a more open access attitude it is vital to establish communication channels and fill them with life. At the same time taken measures need to bee surveyed to approve the job done. on a general level this done:

- Expanding the German Wikipedia GLAM site
- Communicating milestones and challenges in mailing lists (under construction) and platforms such as Wikimedia Blog, Kurier and printed Wikimedium on national level, as well as using the international communication channels.
- Using evaluation questionnaires in the Wikipedian in Residence programme at the beginning and end of an action
- The log book of the Wikipedian in Residence

Planed:

- Building up a database with an effective CRM system
- Creating a GLAM Blog that is read by GLAM institutions and Wikipedians alike
- Visualizing the activities in a map for instance

present measures in survey

6.1   documentation
6.1.1   regular reports

- daily mite timekeeping

- weekly: Teamreport to department „Politik und Gesellschaft"

- weekly: Telko input

- input to month report

- monthly GLAM newsletter (Rock drum)

- quarterly: article in Wikimedium

- input to semi-annual report

- input to to annual development plan

- input to annual report

6.1.2   irregular inputs or reports

- blogposts on WMDE

- update de.WP:GLAM page

- update en.WP:GLAM page

- update en:WM:Wikipedian in Residence

- posting on mailing lists such as cultural partners, glam and others.

6.1.3   live report to community like WikiCon 2012

6.2   evaluation

- development and accomplishment of questionnaire to evaluate the Wikipedian in Residence program

- drafting the hinders for liberation of contents aiming for lobby work on that topic

- get started a questionnaire for GLAMs to find out potentials for content liberation in coop with Fachhochschule Bern (TAO project) Suisse

- creating information flyer for GLAMs by meeting GLAM - activists from DACHL and NL at WikiCon for first draft and comparing to Swedish broschure: Kulturskatter