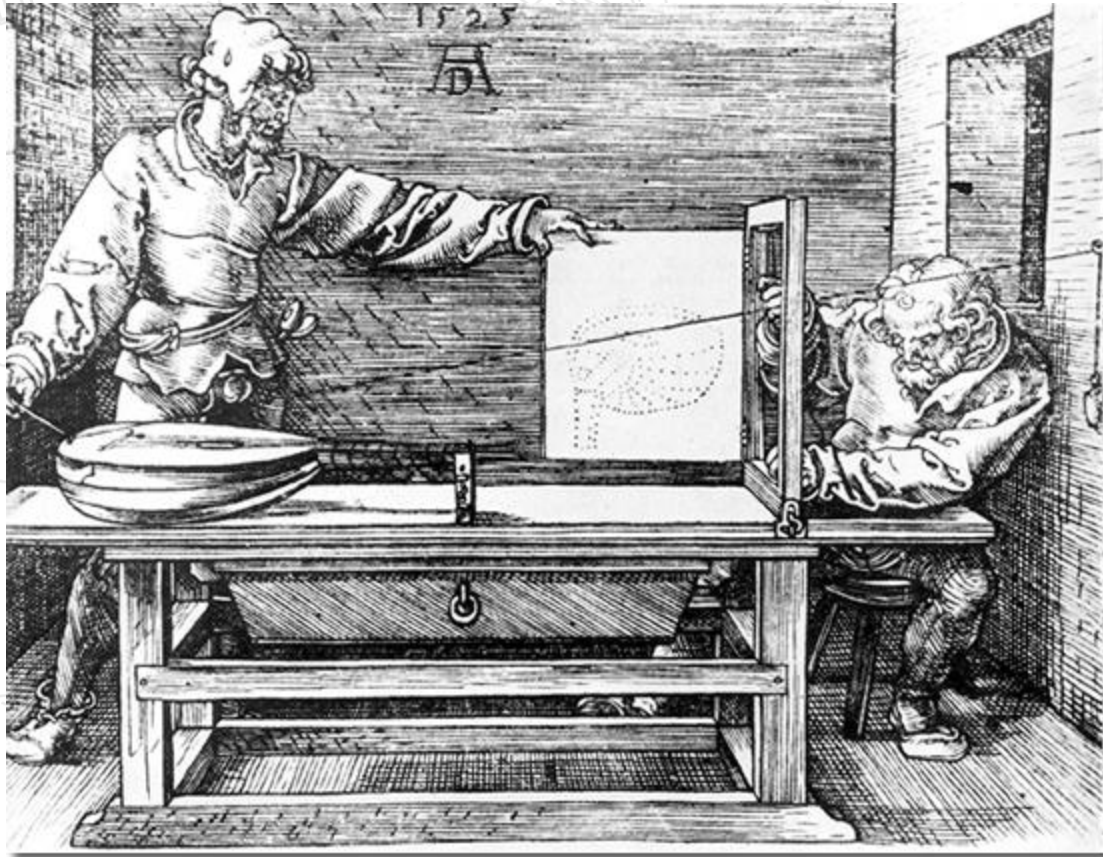
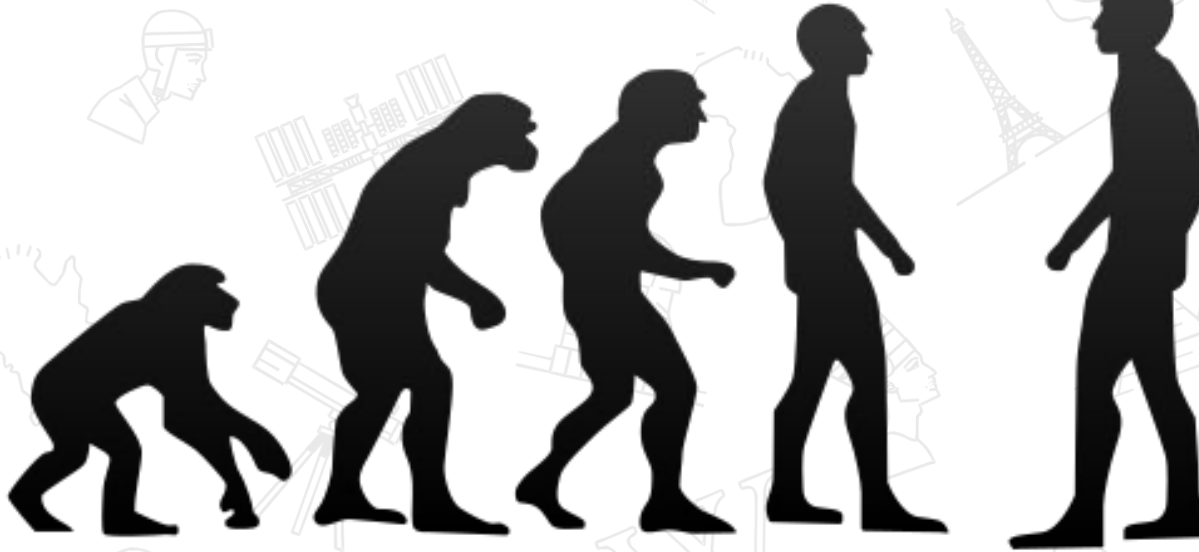


Evolution of Perspective



Stages of evolution: Metrics



Phase 1:
Accountability
* Relationship to
grantmakers /
investor

Phase 2:
Learning
* Organisational
Effectiveness

Phase 3:
Action
* Behaviour,
values

Examples

Metrics as agents for (cultural / behavioural) change:

- Quality content



MEDIA FILES
SUPPORTED BY WMAT



2014

2015

2016



MEDIA FILES

60,644

58,188

59,296



DECORATED FILES

758

4,601

6,811



MEDIA ADDED

-

7,158

15,112

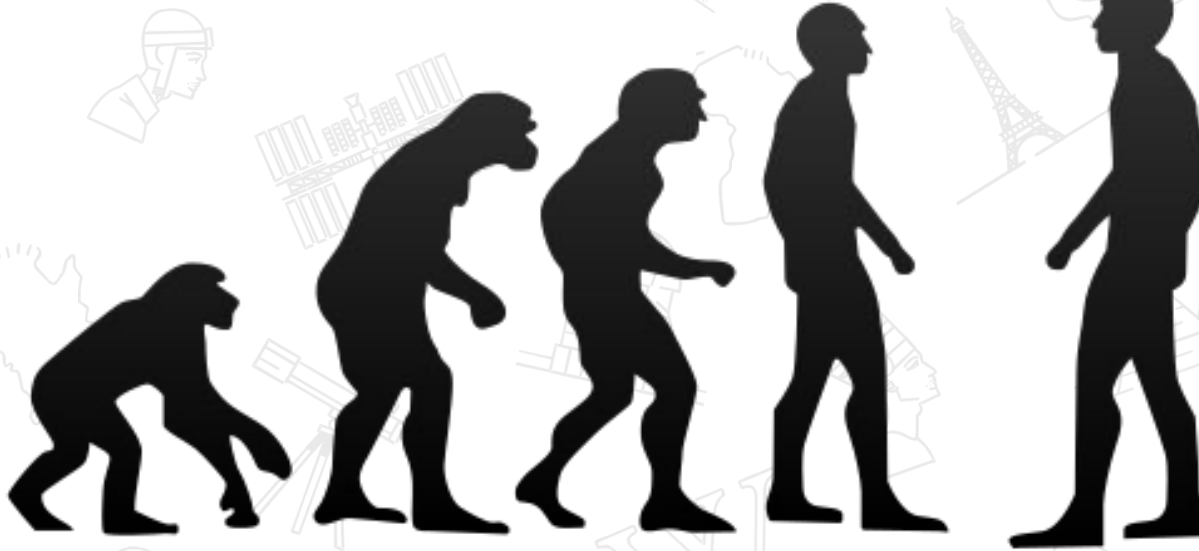
Examples

The background features a collage of various line-art icons representing different cultures and scientific concepts. These include the Brandenburg Gate, a hand holding a pen, a map of North America, a masquerade mask, a globe, a satellite, a profile of a head, the Eiffel Tower, a question mark in a circle, a map of Australia, a telescope on a tripod, the Sphinx, a pyramid, a map of South America, a planet Saturn, a profile of a head wearing a hard hat, a large letter 'W', a map of South America, a planet Saturn, a profile of a head, a map of South America, and a llama.

Metrics as agents for (cultural / behavioural) change:

- Quality content
- Diversity

Stages of evolution: Communication



Phase 1:
Monodirectional
* Reactive, limited
to the essentials

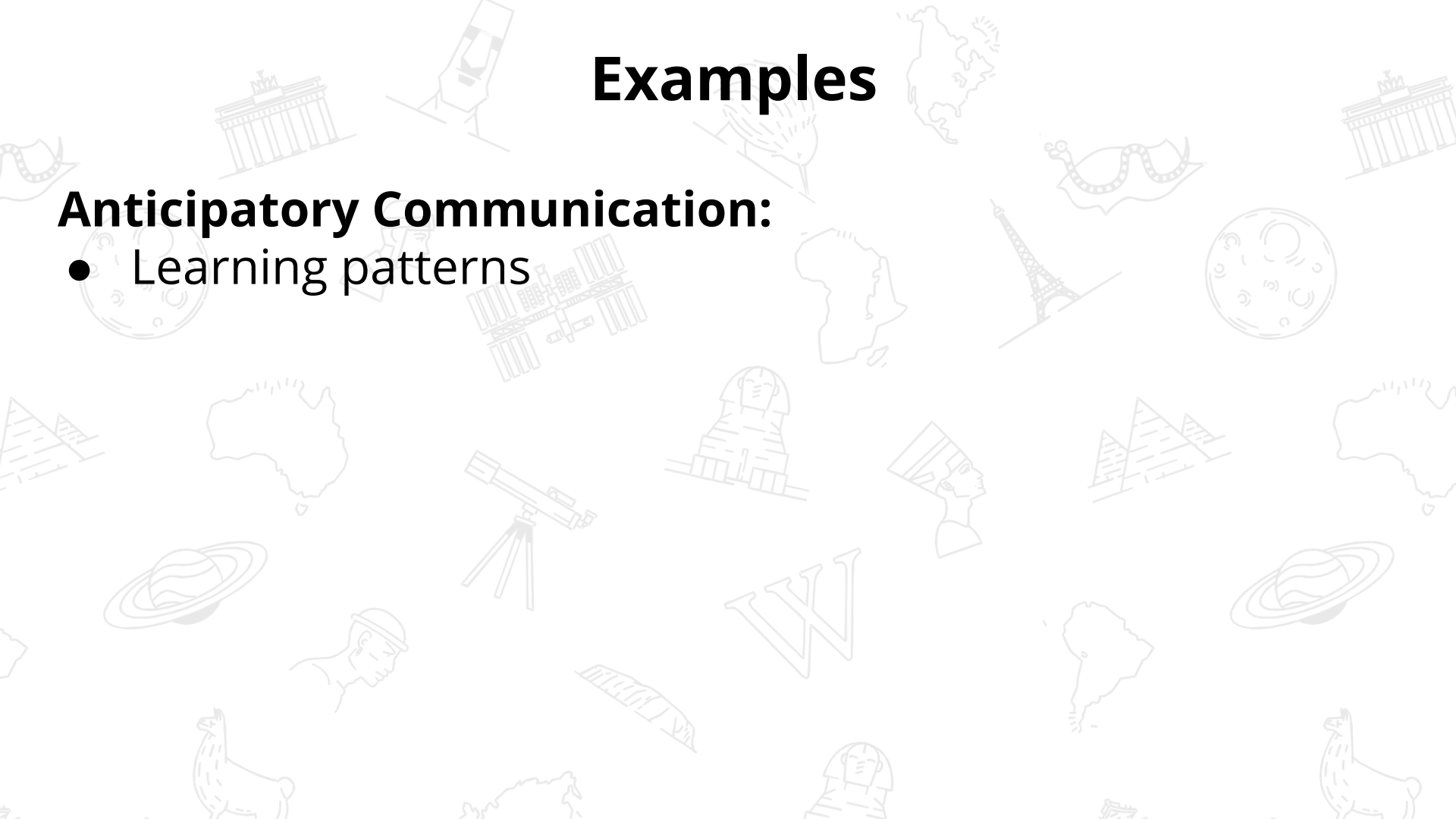
Phase 2:
Dialogic
* Bidirectional, on
eye-level

Phase 3:
Proactive
* Anticipatory
communication

Examples

Anticipatory Communication:

- Learning patterns



Equipment/accreditation support (Jun.) + Wikiversity: HistoCat (Jun.) + Wiki Loves Parliaments in Styria (Jul.) + Wikipedia for Peace 2016 (Aug.) + WikiDienstag (Aug.) + WikiCon 2016 (Sep.) + WikiDienstag (Oct.) + Gallery: Equipment/accreditation support (Oct.) + Thespis Digital workshop (Oct.) + Gallery: Equipment/accreditation support (Nov.)

Share our learnings: create 3 Learning Patterns on Community Support.	7 Learning Patterns.	4 Learning Patterns.	5 Learning Patterns.
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Appreciation of volunteer work II: make it tangible

Appreciation of volunteer work III: let others know

Appreciation of volunteer work IV: towards a culture of appreciation

How to make the most out of WMF site visits

A short guide to bad projects

Reports on other activities within the scope of this program:
DACH Volunteer Support Retreat in Vienna (Jan.) + Young Volunteers (Apr.) + Wikipedia Workshops for SCI volunteers (May)

Examples

Anticipatory Communication:

- Learning patterns
- Elephants in the program

Elephants in the program

This section tries to address the most common critical questions linked to this program.

This program costs a lot of money - all this for a relatively small community, in a small country, for a Wikipedia which is also served by two other big chapters?

Breaking down the costs of this program only by the number of Austrian volunteers (as in Euros per volunteer) would be shortsighted: Formally we are an Austria-based charity organization, but unlike other classical non profits we don't follow the classical model where an organization mainly serves a national constituency of predominantly formal members. Our services are not dependent on a formal WMAT membership. Since we serve a highly networked international (online) community, we rather consider ourselves a hub in this network - we connect people, ideas, and often also resources across communities and borders. We support and accelerate cross-pollination of ideas and skills between volunteers living in Austria, volunteers interested in Austrian topics abroad and the wider movement. In most of our big projects we work together with Wikimedians from all three DACH communities (e.g. sharing resources and skills around photography or conducting joint photography projects) and increasingly also with CEE communities (e.g. Austrian volunteers cooperating with Bulgarian, Armenian, and Czech communities to organize their data on Wikidata or using the hackathon in Vienna to support tech community building beyond Austria in CEE countries such as Greece, Romania or the Czech Republic by co-organizing competitions and pre-events). Hence, we suggest measuring our work based on how well we do all this, instead of only counting the number of volunteers who happen to live in Austria. Having said that, this does not mean we are not keen on recruiting new volunteers in our immediate environment.

As for our work that relates to the other chapters in the DACH region: During the last few years, we put a lot of focus into building coherent structures for volunteer support between the three chapters, using synergies and sharing resources (equipment etc.) to avoid building redundant structures. As the three chapters are very different when comparing size, structure, and culture, we also think that [we complement each other](#) in many ways: While for example Wikimedia CH as a multi-cultural organization provides links to the French and Italian communities, Wikimedia Deutschland is better equipped to support the organizational backbone of big events such as WikiCon and WMAT's size and structure makes us more agile and flexible in our response to new ideas and initiatives of volunteers.

Talking about resources spent on this program - how staff intensive are your activities?

In many ways the answer from the first question also relates to this one - the staff time we invest is not only beneficial to our core community but has to be evaluated with a broader perspective of WMAT's role in the movement. Admittedly, finding the right balance in this regard is not always easy. Different volunteers have different needs when it comes to supporting them in their activities - and the line between needing a little training and being habitually high maintenance is not always immediately obvious. Generally, we believe in empowering volunteers and investing in improving their skills and expertise, but with the goal that they will be able to run projects with minimal help from WMAT. In the last two years, we could see an increase in highly independent and self-motivated volunteers who developed ideas such as Wikipedia for Peace, adding an innovative twist to the concept of Wikimedian in Residence by organizing a cooperation with the Constitutional Court of Austria, or serve as Wikidata development aid workers and evangelists in





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