



WIKIMEDIA
FOUNDATION

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Public Outreach at the Wikimedia Foundation

From our strategic plan:

- Increase size, health, diversity of contributor base
- Part of the Community Department
- Direct outreach best done by volunteers, chapters

Key initiatives:

- Wikipedia Public Policy Initiative
- Bookshelf Project
- Account Creation Improvement Project

[*http://outreach.wikimedia.org*](http://outreach.wikimedia.org)

Wikipedia Public Policy Initiative

- Wikipedia as a teaching tool in universities
- 17 month pilot project, May 2010–Sept. 2011
- Classes at 13 universities (more this spring)

overview: <http://outreach.wikimedia.org/wiki/PPI>

work space: <http://enwp.org/WP:USPP>

Wikipedia Public Policy Initiative

Goals:

- Encourage use of Wikipedia as a teaching tool
- Facilitate dialogue among stakeholders
- Research impacts on Wikipedia, pedagogy
- Document effective practices
- Foster leadership among volunteers

Wikipedia Ambassador Program

Volunteers supporting teachers and students engaging with Wikipedia.

- online ambassadors
- campus ambassadors



Bookshelf Project

Documents that help people use and contribute to Wikipedia.

<http://bookshelf.wikimedia.org>

How does Wikipedia work?

Everything on Wikipedia has been written by people like you. In fact, Wikipedia would not be the world's largest online encyclopedia without people continuously contributing information, images, and data. Wikipedia grows by nearly **1200 articles per day** and over **4 million contributions per month**.
(data from July 2010)

Many contributors (Wikipedians) share an aspiration to provide free knowledge to everyone. That is the reason why people all over the world volunteer their time to protect and improve the quality of Wikipedia articles. By allowing everyone to access, download, and reuse content, Wikipedia provides many options for sharing knowledge.

But who decides what gets published? An editor-in-chief, somewhere?



Bookshelf Project

- translation
- volunteer involvement
- uploads welcome!



تخيل وجود عالم يُسمح
فيه لكل فرد على وجه
البسيطة بالوصول إلى
مجموع معارف البشرية.

جيمي ويلز

مرحبا بك في
ويكيبيديا



Account Creation Improvement Project

Account creation
should be an
easy and
welcoming
process



Related work at the Foundation

- Fund-raising:
involving volunteers, chapters
- Global Development department:
India, Brazil, Arabic-speaking world
- User Experience department:
software interface, ease-of-use
- Technology department:
improving software development collaboration

Public Outreach

<http://outreach.wikimedia.org>

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