R01 S08 Fostering long-term, mutually-beneficial GLAM PARTNERSHIPS
3/31/17 6:00 p.m.

Convenor: Sara Snyder
Attendees: Merrilee Proffit, Alex Hinojo, Daniel Mietchen, John Cummings, Liam Wyatt, Andrea Zanni, KS aka 98, Sam Walton, Jane Darnell

By 2030, our group wants to see long-term, healthy, well-established relationships with GLAMs all over the world. These repositories and the professionals who run them are key sources of content, knowledge, authoritative sources, and domain expertise. They are (or should be) our natural allies, organizations who share our mission and our goal of the free sharing of knowledge. Wikimedia needs GLAMs as authoritative references, and GLAMs need Wikimedia to reach more readers and users. By 2030, we want to see ever-larger numbers of GLAM staffers self-identifying as Wikimedians, and working for the movement from the inside; let's leverage our shared values and intense commitment! In that way, our GLAM-wiki partnerships can become "self-scaling."

Recommendations:

1. Wikimedia products, projects, and programs must model the generosity that we wish to see in GLAMs - Never forget, this is a 2-way street! We have to set a shining example with our own tools, interfaces, policies, and practices.

   1. Our key projects and tools must make it as easy for GLAMs to ingest our Wikimedia data back into their catalogs (through APIs or bulk downloads, for example) as we expect them to make it for us to ingest their data. Wikimedia products and projects must model the behavior we wish to see in GLAMs. BE THE CHANGE WE WANT TO SEE IN GLAM INFRASTRUCTURE. Show them what seamless, transparent, two-way, automatic data sharing look like!
   2. "Institutions as Platforms" - in the case of both WM and GLAM, the goal should be open data published in a machine-readable way. What resources can we supply to help support that goal?
   3. Connect technical people on both sides: foster relationships (mentorship?) between engineers and developers who work in GLAMs with those who work on WM projects such as Wikidata or reporting tools
   4. Consider including a strategic partnership with the Internet Archive, a project that GLAMs already trust and rely on. Helps us fend off link-rot, preserve born-digital publications

2. Incentivize collaboration and participation in ways that speak to the professional motivations of the GLAM professionals.

   1. Focus on the "carrots" that entice GLAMs to want to participate. For example, Wikidata may augment their own data, or the ability to provide multi-lingual scale, something that would otherwise be beyond their reach.

2. Establish a star rating system for "Openness" or "Free Knowledge" levels, like the UNESCO list that is currently being piloted

3. Could there be a "Wikimedia Seal of Approval" awarded to certain open projects, with a badge they could put on their websites? Or some awards program that GLAMs could compete in and win? Capitalize on the Wikimedia brand here.

4. Clear, easy-to-use metrics reporting is SUPER important as an incentive. "More views or use of your collections or data" is a powerful selling point for GLAMs

5. Emphasize the educational aspect of our mutual projects. GLAMs see themselves as educational institutions, and they we would both both benefit from realizing that we are not in competition, we are in collaboration with one another to serve the world's eager learners.

6. Focus on areas of strength and overlap in the Wikidata project: people and places. Augmented metadata could be a rea hook for them, provided it seems trustworthy

7. Focus on Wikisource for archives and libraries; Commons for museums

8. Showcase examples of specific partnerships, "look how Wikimedia served the Smithsonian, and you can have that too." Give them a reason to include Wikimedia as a central piece of GLAMs' digital strategy.

3. Establish a funding stream of fellowships or grants especially for hybrid GLAM-wiki work, with selected GLAMs as sponsors or co-organizers. Example: 3 year fellowship for students in their final year of library, archive, or museum professional masters degree programs to go and work on creating metadata with the provision that all work they create must be CC0 licensed and donated to the appropriate Wikimedia project

4. Network and build relationships to foster trust. Could Wikimedia provide scholarships for Wikimedians to attend and present at library, archive, and museum professional conferences and meetings? Go to where they are, and get to understand the work that they do so that Wikimedians can see where our projects fit in the GLAM world.

Final thought: Is it our role just to improve our Wikis, OR is it our job to support free knowledge where it exists?