

# “Tutoría en Buenos Aires”

## Final report



Cornelius Kibelka  
jckibelka@gmail.com  
@jaancornelius

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*The Association's goals are:*

*(...)*

*4. to maintain relationships and cultural exchange with other national or foreign, public or private organizations.*

*2007, bylaws of Wikimedia Argentina*



# Idea of the project

- WMAR asked Cornelius for an exchange between WMDE and WMAR
- One week stay at WMDE's office, two and half weeks at WMAR's office
- Elaboration of recommendations for WMAR in three areas
  - General administration & strategy
  - Communication
  - Volunteers
- Realization of the short term recommendations until the Wikimania in HK, mid / long term recommendations until Dec 2013 and/or beyond

# Most important challenges of WMAR

Long-term and  
mid-term  
strategic planing  
(*What we're doing  
and where we're  
going?*)

Internal &  
external  
communication  
(*Who and for  
whom we should  
communicate  
when?*)

Relation Board /  
employees  
(*Who does what?*)

# General administration & strategy

## *Short-term*

- Urgent update of the homepage (staff, board, projects)
- Google Calendar and regular Skype meet-ups for staff & board
- Before any realization of a project, a page will be set up in the WMAR wiki and/or Redmine with defined roles, responsibilities and deadlines
- Re-think and write down the future relation between board and staff

*Proposal: strict, non-personalized distinction between  
board members & project leaders (policy of Conflict of Interests)*

# General administration & strategy

*Mid-term / long-term*

- "strategy workshop" with a facilitator with all involved groups (staff, board, community, other) to build up a long-term strategy until 2015
  - Input meet-ups throughout Argentina
  - *Main question:*  
*In which direction the organization should go in the next years?*
  - Based on the new strategy set up of a new plan for 2014 with goals and projects (*still goal-directed, not project-directed*)

# Communication

## *Short-term*

- Build up a communication road map with the new spokesperson  
*(for which reasons we want to communicate with whom?)*
- Needs review for information material
- “Wikimedia-Woche“ in spanish (on an Iberocoop level)
  - 4 to 5 sections (e.g. Foundation and organizations, Projects and initiatives, Technology, Press and links)
  - Volunteers add links on a page in the Wikipedia
  - Opportunity to promote special meet-ups, workshops and other dates
  - Final editing and archiving by the communications‘ officer (the most boring part)

# Communication

*Mid-term / long-term*

- Build up a journalist database & distribution list for press releases
- Build up a volunteer database with a specific detailed categorization  
*(multiple voice principle)*
- Direct communication with certain media offices, maybe cooperations and visits (exchange, workshops, ...)
- Blog posts part of normal projects' report

# Volunteers

## *Short-term*

- Urgent update of Wikipedia:Wikimedia Argentina
- Active communication role towards the community  
(within the projects using localized site notice and Facebook/Twitter)
- “Wikimedia-Woche“ in spanish (see Communication part)

## *Mid-term / long-term*

- Support the active creation of other meet-ups in the rest of AR  
(maybe using the strategy input meet-ups)
- Wikipedia.org.ar mail addresses
- Build up a small grant programme for supporting community ideas

# From now on... (what I'd like to do)

## *How to proceed*

- A weekly to-do list und update until the Wikimania
- Discussion process about the ideas & goals of WMAR
- Planning of the strategy workshop and input meet-ups

## *Further exchange?*

- Presentation of the results at the Wikimania
- Discussion & evaluation: should we applicate the idea to other chapters?
- March 2014: what changed? What not?

*Thanks for the attention & sharing*

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