

WMUK Quarterly Performance Report 2016/17 - QUARTER 1

1. Summary of quantitative indicators to date

INDICATOR		2015-2016		QUARTER 1	TOTAL 2016-2017	
		Target	Actual	Actual	Target	Actual
1. Total audience and reach		N/A	N/A	6,935	N/A	
2. Number of active editors involved	GM 1		708	43	200	
3. Number of newly registered editors	GM 2		438	342	300	
4. Number of individuals involved	GM 3		1,856	853	500	
5. Number of leading volunteers			70	23	260	
6. Percentage of above who are women			N/A	21.7%	33%	
7. Estimated number of volunteer hours			N/A	3,515	4,600	
8. Percentage of above by women			N/A	474 - 22%	38%	
9. Volunteers would recommend WMUK			80%	Annual Target	85%	
10. Volunteers feel valued by WMUK			70%	Annual Target	80%	
11. Volunteers have developed new skills			70%	Annual Target	75%	
12. Images/media added to Commons	GM 4b		20,797	35,988*	20,000	
13. Images/media added to WM article pages	GM 4a		2,217	1,366	2,000	
14. % uploaded media used in article pages			11%	4%	10%	
15. Files with featured status			57	24	80	
16. Articles added and/or improved	GM 5		13,072	27,064	10,000	
17. Articles added			6,712	1,346	1,000	
18. Bytes added and/or deleted	GM 6		68,430,511	23,550,264	6million	
19. Number of social media followers			N/A	6,082	N/A	
20. Number of partnerships developed			N/A	Annual Target	N/A	
21. Responses to consultations			N/A	0	N/A	
22. Evidence taken into consideration			N/A	0	3	

* Including mass donation of 24,000 images

Traffic light indicator	Criteria
Achieved	Target has been achieved or exceeded
On track	On track to achieve the target
Opportunity for improvement	Some progress has been made towards achieving the target, but the target is not on track
Attention required	Little or no progress has been made towards achieving the target

2. Progress against our Strategic Goals

Strategic Goal 1: Increase the quality and quantity of coverage of subjects that are currently underrepresented on Wikipedia and the other Wikimedia projects

The charity delivered strongly on content production in Q1, as seen by the content global metrics results. In uploads we delivered several very focused sets (see below), but we also received a donation of 24,000 geography photos from a volunteer. This big donation will take time to be reused on Wikimedia projects, which is why our reuse percentage is currently lower than the annual target of 10%. Text (bytes, articles) was produced by events and university assignments as usual, but also a highly successful writing competition - Awaken the Dragon - supported by a volunteer grant, and dynamic Wikidata work, particularly in Wales. For example 5,000 Welsh books (those released with the help of the Welsh Books Council in 2014) were entered on Wikidata by the community, this can then feed into expanding articles on Wikipedia.

Where possible we steered our activities to areas of underrepresentation, often with a focus on cultural heritage that is currently insufficiently covered on Wikimedia projects:

- Through our Wikimedian-in-Residence at Museums Galleries Scotland we worked with the George Bain Collection at Groam House Museum - a Recognised Collection of National Significance to Scotland - and Glasgow Women's Library, who participated in Art+Feminism.
- At Bodleian Libraries we continued to upload handpicked items from their collection of cultural treasures, including manuscripts in Hebrew, Latin, Old French and Old English, 113 bookbindings, political cartoons from the Curzon Collection and ephemera from the John Johnson Collection. The resident also uploaded images of notable women from the archives of Somerville College, St. Hilda's College, and Lady Margaret Hall, all formerly women-only colleges.
- At the National Library of Wales the work focused on Welsh heritage, including the Welsh Portraits collection which is presently being prepared for upload. We also placed 70,000 items (mostly images from the NLW) on different language Wikipedias via Wikidata. Content Translator and Wikispecies were also translated into Welsh.
- The Europeana 280 Art History Challenge began in mid-April - a pan-European campaign to get people excited about Europe's shared art heritage by celebrating diverse and magnificent artworks. The project aimed to release metadata on the artworks as well as encourage the creation of new articles in various languages. From the UK, Wales and England each contributed 10 artworks to the competition and took part separately. The Welsh arm of the competition has resulted in 12 new articles across five languages (including three in Welsh and four in English). The English competition has resulted in 15 new articles on English artworks in 8 languages (with four in English).
- As part of our partnership with Disability Arts Online, we held two editathons in Q1. This project was in response to a content gap identified by DAO regarding a lack of disability arts coverage. Two staff members of DAO have now incorporated Wikipedia editing into their role, and they are keen to have a follow up editathon in November. We have explored the possibility of DAO releasing content from their YouTube channel under an open licence, however copyright is shared with commissioned pieces.
- The Natural History Museum has millions of images under a free licence on their data portal, and we are making progress towards uploading a selection to Commons; ensuring reusability by matching specimens to Wikidata items with support from a volunteer. Two volunteers represented WMUK at a Digital Catapult event where the NHM discussed how to capture, quality check, and share data, with the volunteers attending providing insight into Wikidata.
- The Art+Feminism project involved events at nine different art institutions around the country including Tate, Dulwich Picture Gallery, the Institute of Contemporary Art and the Scottish National Portrait Gallery. We have since developed the relationship with the Tate and are soon to run our second event there.
- We supported a group of linguistics academics and students running editathons to increase content on the subject of linguistics and small languages at SOAS.
- We began our training partnership with Cancer Research UK, starting off with training PhD students in Cardiff University, with further events to come. The trainees are mainly researchers in the fields of biology and computation.
- Volunteers have been uploading maps from the British Library's extensive collection, and we are working on a process to release key metadata onto Wikidata.

Strategic Goal 2: Support the development of open knowledge in the UK, by increasing the understanding and recognition of the value of open knowledge and advocating for change at an organisational, sectoral and public policy level

Wikimedia UK is contributing to the development of sustainable change in organisational policy and practice through our Wikimedians in Residence programme:

- At Museums Galleries Scotland (MGS), the resident is working with Groam House Museum to develop a digital licensing policy.
- At National Library of Wales (NLW), the resident continued work on the business case to advocate the adoption of an open access approach similar to Rijksmuseum.
- Natural Resources Wales agreed to change the license of their videos to Open License CC-BY-SA. So far 44 videos have been uploaded by the community.
- Our residency at Bodleian Libraries came to an end in its current form during Q1. The resident has therefore been focused on sustainability and legacy and has worked closely with the Web and Digital Manager to enable the transfer of content from the library's new Digital Bodleian platform to Wikimedia Commons. This has included successfully advocating for policy change, creating new technical tools for bulk uploads and sharing content, and staff training. The residency has also impacted on policy beyond the Bodleian, inspiring and influencing the IP Policy of the recently formed Academic Services and University Collections, which includes the University's museums.

At a sectoral level, we have raised awareness and understanding of open knowledge by presenting at various conferences and networks this quarter:

- MGS WIR presentation to the Association of Scottish Military Museums (leading to enquiries from two museums).
- MGS presentations at the Digital Learning Network, Open Educational Resources 2016 (OER16) and Glasgow University's Learning & Teaching Conference.
- MGS presentation at the Digital Cultural Heritage Research Network promoting the value of the skills/infrastructure/attitude model for success in digital and open knowledge projects in cultural organisations. There have been enquiries from other organisations about setting up WIR projects following this advocacy work.
- MGS presentation at the Scottish Libraries and Information Council Digital Champions meeting discussing the Library and Wikimedia.
- NLW WIR presentation on Wikipedia outreach work at the annual conference of the Society for Welsh writing in English.
- Presentation by CEO Lucy Crompton-Reid at the WOW (Women of the World) Festival at Southbank Centre, focused on Wikimedia and the gender gap
- Presentation by LCR, supported by trustee Josie Fraser, on Wikimedia UK and education, at OER16

In addition to these presentations, we have supported the development of open knowledge through the following activities:

- Working with the National Library of Wales systems team and Wikidata volunteers, the WIR has been encouraging the library to dedicate more resources to uploading content onto Wikidata, and has developed new guidance for other institutions that wish to share data.
- In a sign of Wikipedia being more widely recognised as a leading and reputable source of knowledge, we helped to develop 'The Game of Saints' with BBC Wales, hosted on their website, which includes links to both Welsh and English Wikipedia articles.
- The standardised trilingual Welsh Dictionary of Species enabled 13,000 images to be taken from Wikimedia Commons, turning the Dictionary into an illustrated Dictionary of species. A project was also started to 'fill the gaps' of missing bird images on Commons.

In terms of public policy and legislation, this quarter saw the first meeting of a newly convened Advocacy Group, attended by Dimi Dimitrov, Owen Blacker and Wendy Grossman from the Open Rights Group Advisory Council, Michael Maggs, Daria, Stuart and Lucy (who organised the meeting). We are now in the process of refining the priorities identified at the meeting and formulating plans, and have also been preparing for our advocacy activity around the EU consultation on Freedom of Panorama, which ends on 15th June.

As previously discussed with the board, media coverage of Wikimedia UK (as opposed to Wikipedia or indeed, the Wikimedia Foundation), is generally low; although some of our Wikimedians-in-Residence have been particularly successful in achieving local press and broadcast coverage. This is an area that we want to proactively develop over the next few years, with the understanding that media relationships take time to develop. The media mentions that we are aware of in Q1 include an article on the National Library of Wales residency on the online news site [Wales Online](#), a radio interview with Rhaglen Dylan Jones on BBC Radio Cymru about sharing Welsh history with the world through Wikipedia, and a HuffPost [article](#) about Art + Feminism with details about a number of UK events organised by Wikimedia UK. Blog posts written by or about WMUK and published on other websites included a post on the Tudor Music Editathon at Bodleian Libraries on [Tudor Part Books](#); a post about the Wikidata Visiting Scholar at the National Library of Wales; various blogs on the OER16 website; and a post on Full Fact's site regarding the EU editathon.

Strategic Goal 3: To support the use of the Wikimedia projects as important tools for education and learning in the UK.

As highlighted above, Wikimedia UK was very strongly represented at the OER16 conference in Edinburgh with presentations from our CEO and trustee plus all current Wikimedians in Residence. Our MGS resident presented *'Beyond the Encyclopedia: Wikipedia as learning and teaching tool'* at the University of Glasgow's Learning & Teaching Conference, whilst at Edinburgh University, the new resident delivered the first high-profile Wikipedia editathon event (on the History of Medicine) over five sessions, as part of their Innovative Learning Week.

We continued our work with higher education through ongoing Wikipedia in Classroom assignments, supporting university courses at Warwick, Queen's College London, and Portsmouth; while at the National Library of Wales, our Wikimedian in Residence has been developing a number of new projects and audiences linked to education, as follows:

- A new Wikipedia-based module for the Welsh Baccalaureate qualification has been proposed to WJEC (the examining body). NLW has committed to providing support to students who organise and run their own Wikipedia editathon as part of the qualification, on an ongoing basis beyond the lifetime of the current residency.
- Discussions are underway about holding Wikipedia workshops as part of a local council initiative to improve the digital literacy skills of local vulnerable adults and long-term unemployed people.
- The first Wikidata Visiting Scholar in the world has been appointed in a pilot scheme run in partnership with the Wikipedia Library. The volunteer will have access to Metadata and resources not publicly available and has already created detailed Wikidata for 5,000 Welsh landscapes images uploaded to Commons by NLW
- Negotiations with HWB, a major online resource for the Welsh education sector, regarding their potential use of NLW content on Wikimedia Commons.

4. Community (volunteer engagement and community health)

Through increased event activity during Q1, we are on course to exceed our 'individuals involved', 'new editors' and 'volunteer hours' targets for the year, as provided on the first page of this report. We are working hard to engage both long-standing and new volunteers into our work, with examples as follows:

- We were represented at the Women of the World festival at the Southbank Centre with a presentation and a stall. To increase the impact of our participation, we arranged to have a volunteer photographer present, capturing notable female speakers. We approached Giorgio Constantine, not known to us directly before, who in a recent survey said he was interested in photography. The great pictures that resulted are now promoted on wiki to encourage creating articles on underrepresented women.
- With Wikidata developing so rapidly, there is a lot of opportunity for Wikidata volunteers to help. Nav Evans is regularly engaging with the chapter, and crucially has been helping with Wikidata for the Natural History Museum data portal. We also have a volunteer developer, Tristan Hill, who helped to upload 2,000 audio files for the NHM project. Magnus Manske worked with Robin Owain throughout Q1 on the Wikidata Llen Natur project, writing code that allows for our content to be shared in new ways. Robin also trained two volunteers to support him with Wikidata work.
- Volunteers were also brought in to help with Wikimedian in Residence project at National Library of Wales. Three volunteers have been working on the Dictionary of Welsh Biography project, creating stub articles using entries from DWB as a source. Another volunteer had been working on developing Wikidata for NLW collections.

The programmes team supported several volunteer-led initiatives during the quarter:

- We received a donation of 24,000 photo files from a volunteer (covering the UK) - he was looking for help with uploading those. We recruited another volunteer for his, and have also been supporting this donation by promoting it, aiming for increased reuse of the files.
- We received a volunteer project grant request on Senghenydd Colliery Disaster - an editing project focused on expanding content on this important event in the Welsh history. Featured Article status was achieved by the article on the event, after a staggering 43,396 bytes of content were changed. This project was in fact encouraged by another, much larger volunteer grant that we supported in Q1 - Awaken the Dragon.
- Awaken the Dragon. This impactful writing competition is highlighted below. We worked with the volunteer, who delivered several article editing projects in the past, to set up a project encouraging others to create content relevant to Wales. We are now considering how to take the volunteer's skills and enthusiasm even further.

The volunteer survey, run at the end of the 2015-16 financial year, illustrated that the volunteer community felt there was significantly less communication from the office over the past year. With the support of the new Communications Coordinator, we have therefore been developing our communications and information exchange with volunteers.

- Friends newsletter (focused on volunteers) was circulated in April
- We analysed the results of the volunteer survey, feeding this back to the community, and considering our next steps based on what people told us.
- Trialling a new approach, we run a donor e-mailing in Scotland, focusing on highlighting ways of communicating and engaging with the activities of the chapter.
- The Communications Coordinator has attended several London meetups to engage with the volunteer community, feeding back comments to the wider team.

5. Telling the story of Wikimedia UK - case study, Awaken the Dragon

Wikimedia UK is committed to supporting the creation and sharing of diverse open knowledge content, and working across the country with volunteers and partners enables us to support the development of open knowledge about the history and culture of all parts of the UK. James Anderson, a prolific Wikipedian in South Wales, has previously received a number of small volunteer grants from WMUK to support the production of content on topics including Hollywood and Frank Sinatra. Following on from this work, James and Wikimedia UK were keen to see if we could encourage other volunteers to produce Wikimedia content and James proposed a bigger volunteer project to add content about Wales to Wikipedia, called Awaken the Dragon. As a charity, we had previously delivered successful projects to improve Welsh content on Wikipedia, such as the [Living Paths](#) project that received funding from the Welsh government in 2013. We therefore saw the value of supporting such work.

Awaken the Dragon used an editathon competition model to incentivise Wikipedians to create and improve articles on chosen Welsh subjects, with book vouchers as prizes for the winning contributions. Offering weekly and overall prizes helped to increase interest in the project and drive the production of content, with excellent results. As James says, “In little more than a month we saw 1065 new and improved articles, 150 core article improvements, 61 Good Articles, and 4 Featured Articles and Lists.” James initially experimented with different scoring systems to try to encourage people to tackle certain subject areas that received less attention, but found that this confused editors too much and that a simplified scoring system worked best.

One of the main successes of Awaken the Dragon has been to get people to add to existing articles and make them better, rather than just creating new articles. “Most previous contests tended to encourage people to create new stubs. It is vitally important that we overcome the natural tendency for editors to just create new stubs and ignore the mess”, says James. The format of the project could be easily replicated to encourage volunteers to create content in other areas where more work is needed, and this is already beginning to happen in relation to articles about other UK regions like the West Country.

In the year to March 2016, the Welsh language Wikipedia also [increased in size by 10%](#). It will be interesting to see if this trend continues, which could indicate that the project also helped to increase the number of editors adding to Wikipedia Cymru. Wikipedia and its sister projects are works in progress and there will always be more for volunteers to do to make them better. Thanks to projects like Awaken the Dragon, we are beginning to learn how to make the process of improvement more attractive and direct volunteers to work on areas that need the most improvement.

6. Implementation challenges and learning patterns

Our Wikimedian in Residence project at Museums Galleries Scotland demonstrated to us the importance of ensuring that partners and beneficiaries of our work are ready for open knowledge. It emerged through the residency that many small museums and galleries in Scotland actually needed more introductory digital skills training, of which open knowledge and Wikimedia would be a later step.

A potential residency at BFI has been put on hold, however we hope to develop this relationship, and have been supporting volunteers to work with their Head of Data to add metadata on BFI film holdings to Wikidata.

The Wikibus proposal for volunteers to attend Wikimania challenged our volunteer grants process for a number of reasons, and culminated in the proposal being rejected - which caused some bad feeling in the community. The key learning point for us is around timely and effective communication with volunteers, and clarity about the assessment process.