WMUK Quarterly Performance Report 2016/17 - QUARTER 4

1. Summary of quantitative indicators to date

INDICATOR		Past results		2016-17 targets	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	TOTAL
		2014-15 actual	2015-16 actual		Actual	Actual	Actual	Actual	Draft
1. Total audience and reach		N/A	N/A	N/A	18,286	18,965	22,085	36,276	72,529
2. Number of active editors involved	GM 1	N/A	708	200	89	56	242	224	611
3. Number of newly registered editors	GM 2	N/A	438	300	366	228	152	150	896
4. Number of individuals involved	GM 3	765	1,856	500	1,023	710	1,256	1,032	4,021
5. Number of leading volunteers		987	70	260	31	35	63	74	203
6. Percentage of above who are women		38%	N/A	33%	34.3%	29%	35%	41%	35%
7. Estimated number of volunteer hours		N/A	N/A	4,600	5,558	3,468	3,854	6,398	19,278
8. Percentage of above by women		N/A	N/A	38%	22%	15%	21%	32%	23%
9. Volunteers recommend WMUK		N/A	80%	85%	N/A	N/A	N/A	72%	72%
10. Volunteers feel valued by WMUK		N/A	70%	80%	N/A	N/A	N/A	82%	82%
11. Volunteers developed new skills		N/A	70%	75%	N/A	N/A	N/A	68%	68%
12. Images/media added to Commons	GM4b	168,283	20,797	20,000	35,983	1,842	7,172	557	45,554
13.Images/media added to WM pages	GM4a	6,058	2,217	2,000	1,878	138	684	164	2,864
14. % uploaded media in article pages		3.6%	11%	10%	5%	7%	10%	29%	13%
15. Files with featured status		63	57	80	24	34	15	1	74
16. Articles added and/or improved	GM 5	N/A	13,072	10,000	28,354	15,928	395,758	33,990	474,030
17. Articles added		835	6,712	1,000	1,347	3,907	360,327	2,886	368,467
18. Bytes added and/or deleted	GM 6	16,459,774	68,430,511	6 million	23,633,330	32,004,982	1,396,581,510	37,966,273	1,490,186,095
19. Number of social media followers		N/A	N/A	N/A	17,263	18,255	20,829	35,170	68,259
20. Number of partnerships developed		N/A	N/A	N/A	N/A	N/A	N/A	25 (draft)	25
21. Responses to consultations		2	4	3	0	1	1	2	4
22. Evidence taken into consideration		5	3	3	0	2	1	2	5

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

We enriched Wikipedia and Commons significantly this quarter thanks to competitions including the Africa Destubathon, which provided a platform for short ('stub') articles on Africa to be improved. Themes included biographies of notable women, geography and wildlife, with the competition attracting over 100 editors. Wikidata continued to feed into very strong content performance in 2016-17, as seen in the draft total yearly metrics.

Highlighting our content achievements in Q4:

- Impressive developments in Wales were achieved thanks to the combined strength of the WIR at the National Library and the partnerships built by our Wales Manager. With a grant from the Welsh Government and in collaboration with WMUK, the National Library of Wales embarked on a three-month project from January to train editors to create and improve articles about Welsh music. As part of this project, technical staff at NLW are running a pilot to automate Wikipedia article creation using Wikidata and the Content Translator. So far 152 articles have been created and 241 images uploaded.
- Content continues to be improved from the Llen Natur data donation: over 3,000 articles on Welsh Wikipedia were created or improved in Q4 based on the database we received in 2016. Our collaboration with the organisation will continue into 2017.
- The Wikidata Visiting Scholar continued his collaboration with the National Library of Wales, covering databases such as Welsh Landscape collection (marching data with Commons images), historical Welsh publishers and Dictionary of Welsh Biographies.
- Importantly, many of the projects above had a gender gap focus on top of working on Welsh heritage. In June 2016, the percentage of biographical articles about women on Welsh Wikipedia was 32%. By December, the balance reached 50% - a first for any Wikipedia with more than 10,000 articles. Instrumental in this achievement was a group of newly trained Wikimedia volunteers, who developed 1,264 articles on female botanists and 6,258 artists.
- We now have more WIRs focused on minorities and heritage than ever. In Q4 the Gaelic Wikipedian started, and we also saw the first activities coming out of the Hypatia Trust WIR (Cornwall). To consolidate and further develop this area of work, Edinburgh University (led by the WIR there) and Wikimedia UK will be running a Celtic Knot language conference in July 2017.
- We are highlighting our most significant outreach event of the quarter – BBC 100 Women – in a case study below. It's worth highlighting here that many of our partner institutions participated in the campaign in their local context. Via the University of Edinburgh WIR we ran an event at BBC Scotland in Glasgow celebrating the achievements of notable women. At National Library of Wales, the resident conducted various interviews in relation to gender equality on Wikipedia, and ran an editathon.

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

We have seen significant instances of commitment to open knowledge from our **partner institutions**, evidencing their increased engagement with Wikimedia UK and openness in general.

- The University of Oxford appointed a GLAM Programme Manager, in line with their new GLAM strategy. We are establishing links between the manager and our WIR to connect GLAM holdings to research and educational outcomes.
- The Bodleian Library itself extended the WIR project towards the end of Q3. The extension has a strong focus on securing datasets to be shared under a Wikidata-compatible licence, supporting university staff and projects in learning how to edit and share their resources, and looking for classroom courses where editing might be integrated into the syllabus.
- In Q4 the University of Edinburgh extended their Wikimedian in Residence project for a year. The change from 0.5FTE to 1.0FTE reflected the high quality of the project and the desire for more of the resident's time, particularly with supporting courses using Wikipedia editing. Being able to run the Wikipedia in Classroom courses wasn't guaranteed when we started the project, so the increased demand for those is a great endorsement. There are also plans for uploading selected PhDs to Wikisource. (The first year summary can be found at http://thinking.is.ed.ac.uk/wir/2017/02/02/12-months-at-the-university-of-edinburgh-reflections-on-the-1st-year/.)
- At the National Library of Wales, the volunteer scheme is becoming increasingly integrated with the resident's work. The volunteer service recently agreed to formally offer Wikipedia based activities as part of its programme for volunteers and since then there has been a notable upsurge in interest. Some people will be working on creating articles from scratch, but the translation tool has been a popular option for others. Once they get initial training from the WIR, the Volunteer coordinators at the library take over the logistics, making this a sustainable approach.

We recognise that a growing number of our residents work on complex internal advocacy cases, and also take on activities far beyond organising editathons and training. To make the residents more effective and grow the impact of this work further, we set up and facilitated a Wikimedian in Residence summit in November, enabling residents to network with each other and talk through key barriers they face in project delivery. The work following from this event will continue, strengthening the UK programme, but also being used internationally. We captured some of the learning so far here https://meta.wikimedia.org/wiki/Grants:Learning_patterns/Wikimedian_in_Residence_Support_Group#Subsequent_developments_in_WiR_support

In terms of **sector advocacy,** we ran a UK-wide campaign to engage with librarians via the #1Lib1Ref programme in January. With contacts at university libraries, library-based Wikimedians in Residence, and contacts at umbrella organisations, the campaign was a good opportunity for outreach throughout our partnership network. WMUK was much more proactive than last year in encouraging volunteers and WIRs to arrange events, and using library newsletters to share news of the event. It has sparked conversations with Research Libraries UK who are interested in sharing information about (and from) their collections on Wikimedia projects. Our close partners got involved in running activities as well, setting up events or publicising the campaign through their networks.

It was inspiring to see many of our partner organisations getting involved in the campaign, and also generating further participation themselves. This means that Wikimedia UK is generating new connections between organisations working on open knowledge.

Another example of Wikimedia UK facilitating new relationships between our partners, in a different context, is the Memorandum of Understanding that has been created between the National Library of Scotland and the University of Edinburgh. This MOU, signed in October, facilitates collaboration between the two organisations, with a focus on enhancing access to resources as a direct result of both partners' open knowledge work with Wikimedia UK. The Library and University have subsequently worked together on a Wikipedia edit-athon (Edinburgh Gothic), the recruitment and induction of the new Gaelic Wikipedian recruitment and co-organising the Celtic Knot conference. Quoting NLS, *if both organisations had never had anything to do with WMUK then none of the above would be happening and all this new open knowledge would not be getting created. So, from that point of view WMUK's influence is big.*

On the **UK/EU** level, the Chapter responded to the IPO's call for views on the proposed EU copyright directive, and also submitted a response to the government's Fake News inquiry. Our CEO has been working with an informal group of organisations from the open movement including Open Rights Group, Creative Commons, Libraries and Archives Copyright Alliance and the Ofcom Communications Panel to discuss joint approaches to the proposed changes to copyright law including a possible meeting with the minister.

With the agreement of the board, Wikimedia UK's support was added to the joint letter on copyright reform for education produced by Communia in partnership with a range of individuals and organisations.

In Wales, the Government has funded a short NLW extension to work on Welsh Music; they also funded a Wici Mon project in partnership with the National Eisteddfod and Wikimedia UK.

Overall we reached 36,322 people in Q4 with our messaging, a significant number coming from the BBC event. We were also able to grow Welsh publicity thanks to technical Twitter work by a contractor - for example Q4 saw the doubling of 'Impressions' (retweets, responses etc) by @WiciCymru.

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

Our education work in Q4 was diverse in terms of sectors and approaches, although in all cases it focused on using Wikimedia projects as a tool for learning or the dissemination of knowledge.

Q4 saw the conclusion of modules at Warwick and Edinburgh and the start of modules at Queen Mary University London, Portsmouth, and Edinburgh. The semester-long project with Edinburgh University's Translation Society has begun, with members translating articles from one language Wikipedia into a different language Wikipedia and thereby increasing cross-cultural understanding as well as growing content. In addition, WMUK is supporting a pilot module at Swansea University which will begin in Q1 2017-18 on the topic of Competition Law. The education summit in February 2017 will assist in sharing best practice amongst course leaders and building the strength of this programme further.

We are deepening our work with researchers, particularly at Bodleian Libraries where research outreach is a key area of the WIR's work. A recent project involved collaborating with the Voltaire Foundation data, and we also worked with ArchSci2020 project - an international collaboration between archaeology doctoral students focusing on Europe's early culture. Being involved with research projects such as this at an early stage ensures open knowledge is a consideration for academics; sharing published results through Wikipedia and improving related articles combines outreach and public benefit in a long-lasting way.

January saw the launch of the Life in Data project – a Stirling University network of which we are a key partner (amongst others such as SCVO, Urban Big Data Centre/School of Education University of Glasgow, DataLab and Scottish Cities Alliance). This two year project will map how data literacy is currently understood; the extent to which data literacy is fostered in the education sector in Scotland and in the skills development sector for creative industries; what it means for local governance, education policy and lifelong learning; and what the best ways are to encourage the development of a creative and inclusive Scottish data community. Through participation in this project we will build approaches to teaching data literacy and will be involved in policy recommendations for data literacy as a priority area for educators in Scotland and beyond. Above all, we will work to promote inclusive access to technology, knowledge and understanding of open data practices.

3. Community (volunteer engagement and community health)
We ran several large initiatives in Q4 which allowed us to engage with a substantial number of volunteers. Over 100 active editors participated in the Africa Destubathon, and 125 people participated in the BBC 100 Women editathon on Dec 8. The university courses continued to generate engagement, e.g. almost 50 students each worked on the Warwick and Portsmouth courses. 20 volunteers delivered the highly valuable work of screening and judging Wiki Loves Monuments photos from Q3.

Both the lead volunteer number, and the percentage of women, was higher than in other periods in 2016 - this is again thanks to BBC 100 and the number of women that were involved to make the partnership and events happen.

All of the participants delivered 6,400 volunteer hours together.

In communications and support, we have delivered key initiatives which are making a difference to our work with volunteers:
- We now have an established volunteer newsletter, and communicate with volunteers on a variety of levels. In December, the programmes team contacted all key volunteers, thanking them individually for their engagement in 2016 (most of the data for this came from civiCRM). We also run a consultation on what photography equipment would be most useful to our photography community, and acquired several items from the suggestions – we are hoping to use the kit in 2017.
- Towards the end of January, we run the annual volunteer engagement survey to see whether all the efforts above are making a difference to our community. Full results will be presented in the impact report, but in summary the satisfaction levels improved on 2015-16, and a greater proportion of volunteers felt that there had been suitable opportunities to volunteer.
- We recognised that in the past new trainers have not received an induction after attending a Train the Trainers course. The attendees of the July course were invited to an induction in November, where we covered the role of WMUK, our strategy, how volunteers and particularly training particularly training people how to edit helps us reach our goals. We also discussed the practicalities of delivering workshops and how the office can support trainers. To introduce people to training we have also been pairing newer trainers with those who have more experience at events. Peer learning and induction have been effective processes and will be replicated with future Train the Trainer groups. A participant of this event said:

    Thank you very much for organising the induction. I appreciate your wanting to share and develop the culture of Wikimedia, the effort and time you took in organising the inaugural Induction for volunteers.

4. Telling the story of Wikimedia UK

BBC 100 Women

In autumn 2016, the Wikimedia Foundation involved Wikimedia UK in a call with the BBC, who were exploring the potential to work with Wikimedia as part of their 2016 100 Women series. Following this initial call, the UK Chapter took more of a lead on this collaboration and followed up with a series of weekly meeting with the team at Broadcasting House to plan a multi-lingual, multi-location editathon, and to promote this partnership widely to reach a global audience. The objective of #100womenwiki for Wikimedia UK was to raise awareness of the gender gap on Wikipedia, improve coverage of women and encourage new editors.

The partnership culminated on 8th December, with Wikimedia UK organising events in Cardiff, Glasgow and Reading as well as the flagship event at BBC Broadcasting House in London, which was attended by 125 participants. Around the world, similar events were held in Cairo, Islamabad, Jerusalem, Kathmandu, Miami, Rio de Janeiro, Rome, Sao Paulo and Washington DC, and virtual editathons were organised by Wikimedia Bangladesh, and by Wikimujeres, Wikimedia Argentina and Wikimedia Mexico for the Spanish-language Wikipedia. Women in Red were a strategic partner for the whole project, facilitating international partnerships between the BBC and local Wikimedia communities, helping to identify content gaps and sources and working hard behind the scenes to improve new articles that were created as part of the project.

The events were attended by hundreds of participants, many of them women and first-time editors, with nearly a thousand articles about women created or improved during the day itself. Women in Red volunteers contributed over five hundred new biographies to Wikipedia, with nearly three thousand articles improved as part of the campaign. Participants edited in languages including Arabic, Dari, English, Hausa, Hindi, Pashto, Persian, Russian, Spanish, Thai, Turkish, Urdu and Vietnamese, and were encouraged to live tweet the event using the shared hashtag #100womenwiki.

The online impact of #100womenwiki was significant, however of at least equal importance for Wikimedia UK was the media coverage generated by the partnership. The global editathon was the finale of the BBC's 100 Women series in 2016 and attracted substantial radio, television, online and print media coverage worldwide. In the UK, our Chief Executive was interviewed by Radio 5Live and Radio 4's prestigious Today programme, while Stuart Prior and Lucy both appeared on the BBC World Service's Science in Action programme. Dr Alice White, Wikimedian in Residence at the Wellcome Library, was also interviewed by 5Live and Jimmy Wales came to Broadcasting House to be interviewed by BBC World News, BBC Outside Source and Facebook Live. The story was featured heavily on the BBC's online news coverage on 8th December and the project was covered by the Guardian, the Independent and Metro in the UK, and other print and online media across the world. Lucy wrote about the project for the Wikimedia UK blog, and this was also posted on the Wikimedia Foundation's blog which has a much wider readership.

Since the event on 8th December, there have been a number of enquiries to Wikimedia UK as a direct result of media interviews on the day; with Red Sky productions now in conversation with us and Channel 4 about a potential documentary focused on the Wikimedia community, and an interview with Lucy for webzine She-Files.com. We are also working with chapter volunteers and Women in Red on an editathon event at Newnham College, Cambridge University, which was organised after the Principal, Dame Carol Black, attended the BBC Broadcasting House event.

5. Implementation challenges and learning patterns

There were two particular challenges we experienced in working with our minority projects, Scot Gaelic and Welsh. Advertising for the Gaelic Wikipedian post proved to be tricky on a number of levels. For the first time we were able to use a banner on a Wikipedia to spread the message, which allowed us to reach Gaelic speakers who might have some experience with Wikipedia, either as readers or editors. This was very positive, but the advert was localised to the UK which unfortunately meant that Gaelic editors based elsewhere did not see the advert. In future using Wikipedia's central discussion pages (Uicipeid:Doras na coimhearsnachd for gd.wp) as well as the banner notice would be an improvement as it directly involves the active community of editors. We were grateful to receive feedback from the community on those issues though, and will continue to be mindful of the intricacies of working with another language community. It was key for us to keep the Gaelic Wikipedia community on our side, so we will continue to be mindful of our messaging and approaches.

As noted above, Welsh Wikipedia hit an important milestone in December, achieving gender balance in their articles about people. Sadly, the news about this significant achievement were lost in Wikimedia UK's communications about other projects.

(Learning pattern referenced earlier:
https://meta.wikimedia.org/wiki/Grants:Learning_patterns/Wikimedian_in_Residence_Support_Group#Subsequent_developments_in_WiR_support)