



Turning GLAM events into long term collaborations

WMUK

The good news is that in the UK our experience is growing at an exponential rate for how to run successful GLAM events (edit-a-thons, behind the scenes tours and backlogs/article improvement challenges).

What happens next? How do we maintain interest for contributors with a wider variety of experience and how should we manage our long term relationships with GLAM institutions?

How does WMUK adapt? Exponential growth always leads to change, if WMUK is to support a growth spurt in GLAM relationships and interest from newcomers expecting chapter support as a GLAM champion, what are the demands on our organization likely to be over the next 12 months?

– <http://enwp.org/User:Fae>

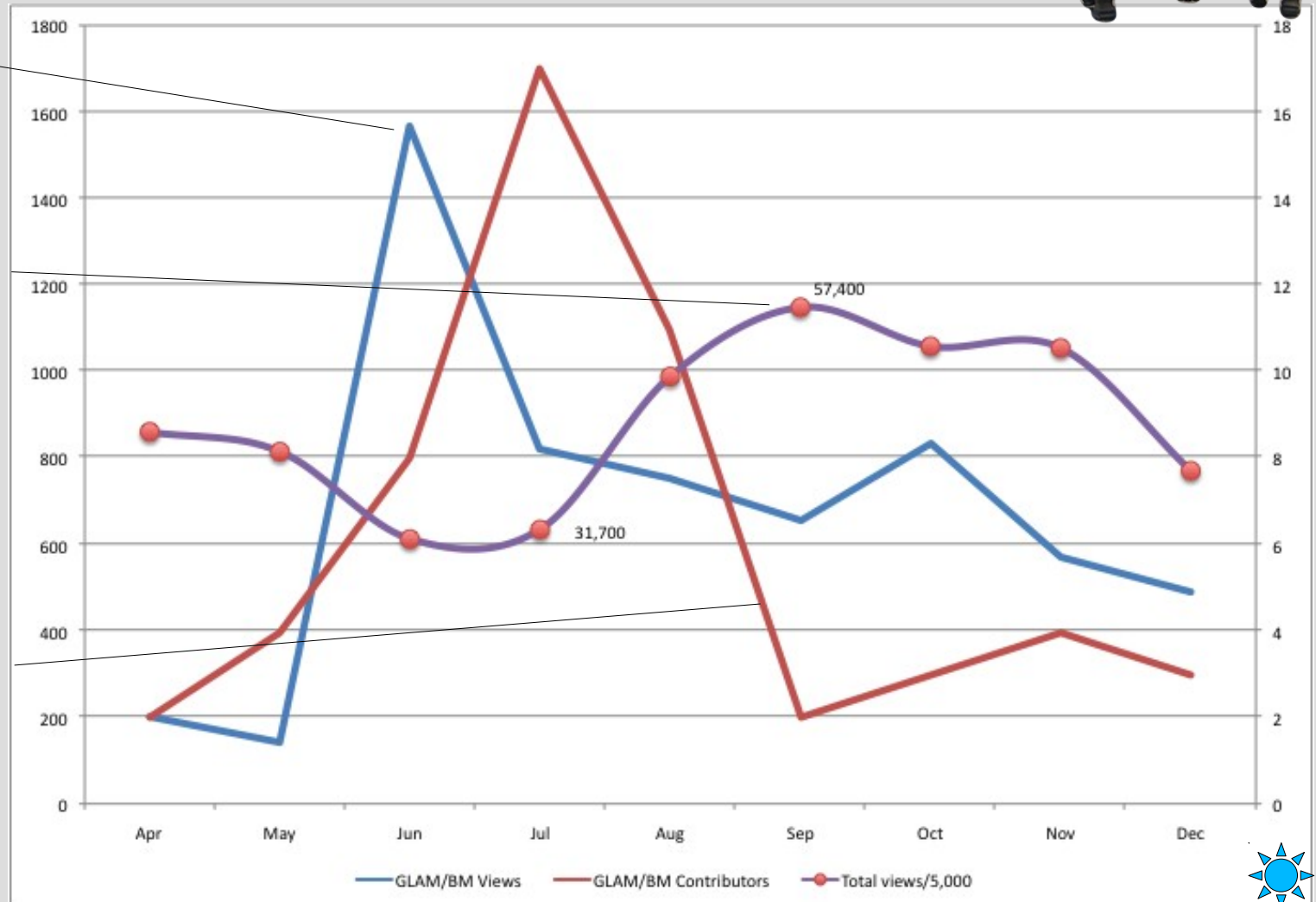
GLAM/BM residency effect



Backstage pass event and start of BM Residency

Wider impact over two or three months with quality improvements likely to retain higher long term public interest

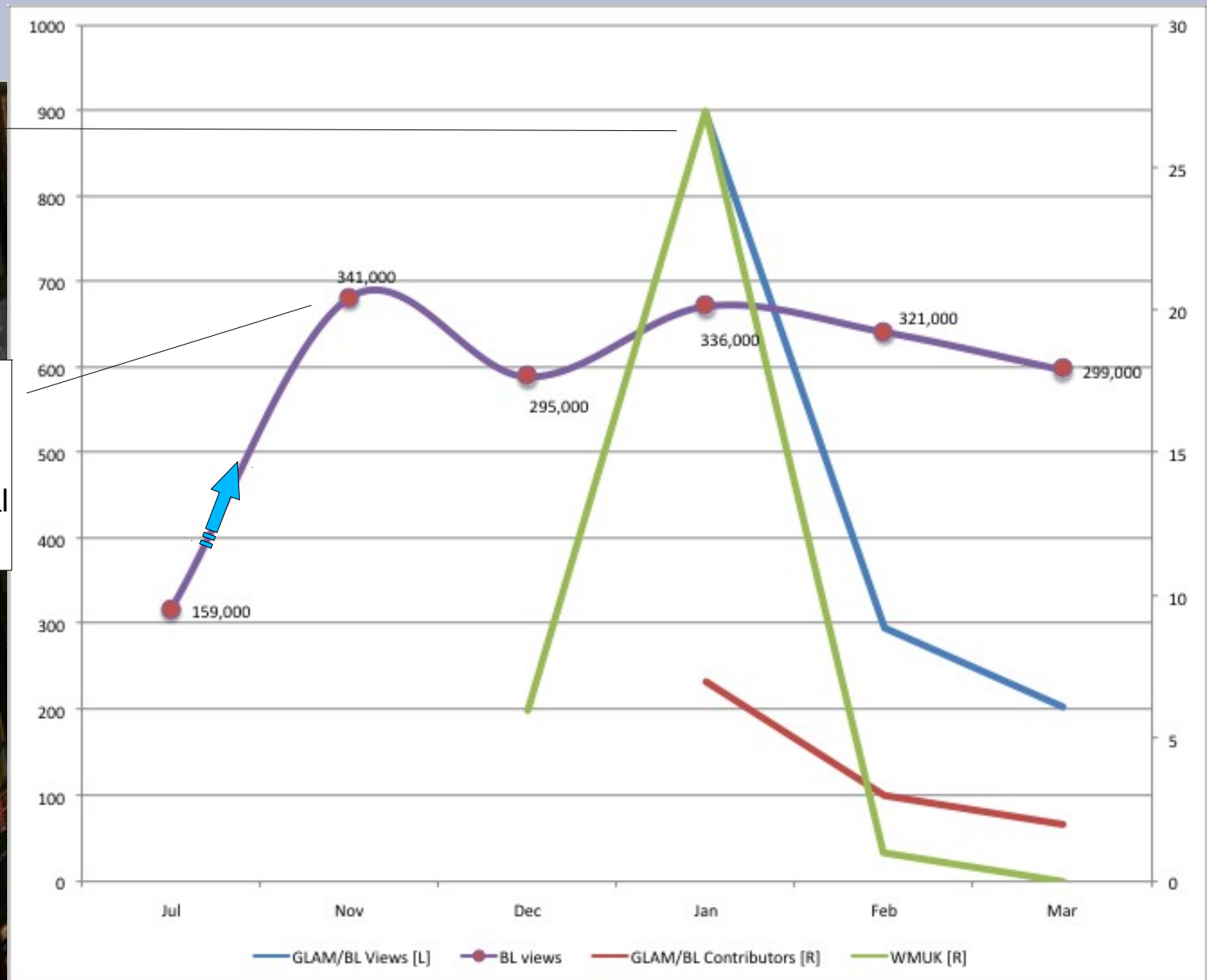
Collaboration page peaks for event with a sharp drop-off in contributors within a few weeks



GLAM/BL cause and effect?

British Library
and WMUK
edit-a-thon

BL promote the
Evolving English
exhibition with
significant international
press interest

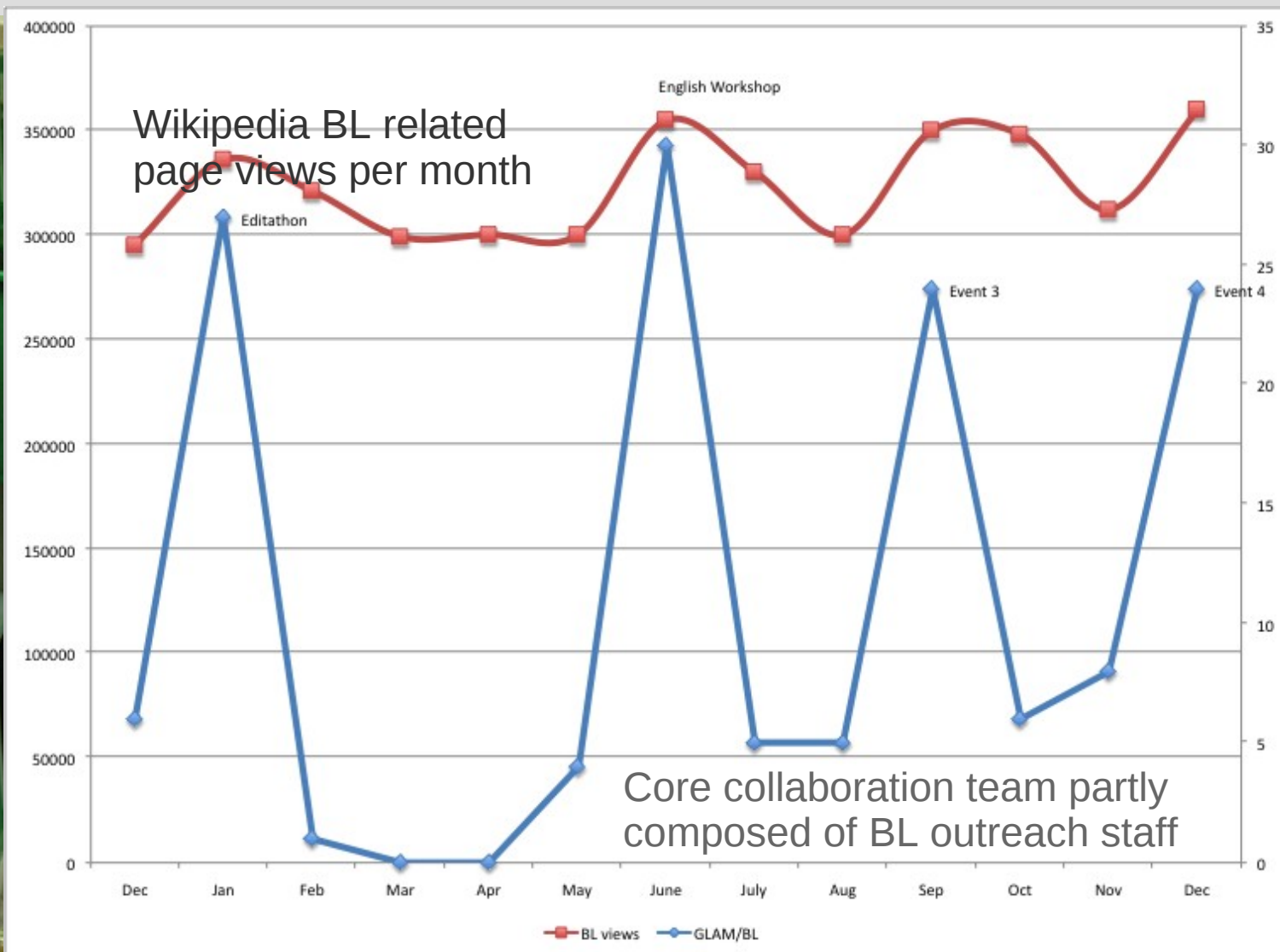




Observations

1. Collaboration pages are good for **coordinating the event** and within a few weeks may reduce to improvement issue tracking for high volume committed editors.
2. Impact measured by views alone may be distorted by other international news and increases in views do not necessarily result in increased numbers of collaborators.
3. Unregistered article collaborators may be an invisible majority.
4. Public impact may be seen up to **3 months** after any event.
5. Increased quality and quantity of related articles has a long term measurable impact on public interest.

BL 12 month programme (expected outcome)



Contributors



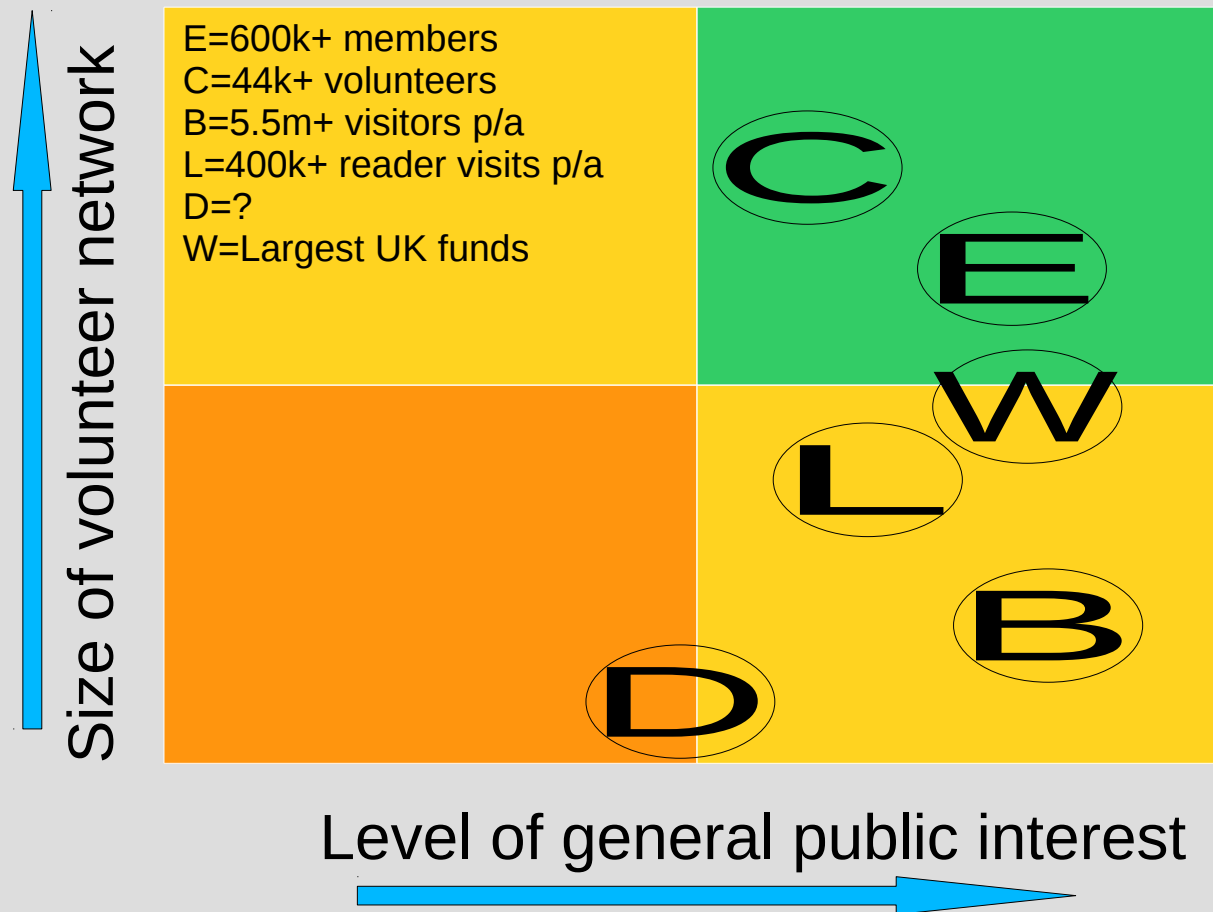
- Recognize that **80%** of the desired content improvement may be from **20%** of the collaborators
 - The GLAM organization may benefit from identifying this small group as critical e-volunteers with specific communication needs.
- **Collaboration pages** attract core collaborators but not article improvers
 - Wider WikiProjects and individual article discussion pages need engagement.
- **GLAM staff are contributors**
 - Wishlists, direct content creation and article staging, expert reviews and recommended bibliographies are a few of the techniques to engage GLAM experts in long term content improvement.
- **Press interest gains short term contributions**
 - A national news article may gain 40,000 new article views, attract 30 new contributors and fuel much content improvement but not result in any new long term high volume contributors.

Organizational relationships



- Formalize the single points of contact within the GLAM organization and within WMUK or Ambassador network.
 - The SPOCs develop an understanding of political issues, confidentiality, strategy, how to gain commitment and common preferred outcomes.
- Build on the initial event to establish a programme of focussed events with partnering organizations promoting and organizing within their domains.
 - Focus may be by public segmentation (schools, academics etc.) or organizational group (department or collection type).

Likely impact vs. outreach assessment [illustrative]





Patterns and issues for growth

- New relationships may take 3 to 6 months before resulting in an event and may take just as long between any further events
- Volunteer GLAM Ambassadors/SPOCs may comfortably handle 1 to 4 active relationships
 - We have no experience of GLAM Ambassador hand-off, cross-training or encouraging partnering.
- All methods are currently ad-hoc
 - Examples: measuring outcomes, logistical and financial support, contact and commitment management, expectations for event content, partnership responsibilities (press announcements, legal issues) and professionalism.



Targets for the next 12 months



- **Active SPOCs/GLAM Ambassadors**
 - **15** named volunteers supported by WMUK by December 2011, **25** by April 2012 delivering events in locations across the UK
 - 30 declared WMUK partner organizations by April 2012 with a focus on diversity and those with large volunteer networks
 - WMUK GLAM Ambassador programme of internal workshops every two months with a best practice conference in late 2011
- **Establish support framework**
 - Logistical support and associated funding for events, training, campaigns and conference management
 - Programme management and reporting
 - Coordination: shared confidential database for issue and action tracking, responding to queries, organizational contacts and briefing notes
- **Establish umbrella innovation programme**
 - Supporting GLAM related UK projects and events such as mobile access, QR codes and augmented reality.

