Wikipedia Campus Ambassador Training Day 2

WIKIMEDIA project

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Slide: Wikipedia Campus Ambassador Training

Purpose:

- Title slide to open presentation (should be visible when learners enter the room)

Presentation activity

- Find a different partner than your one from yesterday.
- Choose a section you didn't do yesterday from the modules.
- Present that section to your partner as if they were a full class of students.
- Partner should give feedback based on checklist we'll pass out.
- Switch roles.
- Come back to the group with questions.

Slide:Presentation activity

Purpose:

- Give people the chance to practice teaching material

Timing:20 minutes for activity; 10 minutes for questions at the end.

Facilitation Notes/Talking Points:

Read slide directions. If there's an odd number, have a group of three people.

The facilitator should wander around listening to presentations and give feedback and answer questions.

Spend 10 minutes at the end of this section answering any questions that arose from the small groups.

Working in the Classroom

First Meeting with Professor
- Should ideally be before the beginning of classes
- Determine how much time you have in the classroom to do presentations/labs
- Talk about how much the Wikipedia assignments count for (in terms of grade)
- Talk about the article selection process
  - Make sure students pick topics that have sufficient research resources
- Get access to email list of all students, to be used for lab reminders and other occasions

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Slide:Working in the Classroom
Purpose:

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Timing: 15 minutes

Facilitation Notes/Talking Points:

Read off the slides -- share your own experiences from last term and the experiences of your fellow Ambassadors to tell stories and go through the content of the slide.

Working in the Classroom

Tips for working with Professor
- Meet regularly throughout semester
- Go to meetings with some printed material (sample assignments, outline of ideas, etc.) that professor can read later
- Be flexible & open-minded - plans might change
- Remember that final decisions about the class and assignments are ultimately up to the professor!

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Slide:Working in the Classroom
Purpose:

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Timing: 15 minutes

Facilitation Notes/Talking Points:

Read off the slides -- share your own experiences from last term and the experiences of your fellow Ambassadors to tell stories and go through the content of the slide.

Working in the Classroom

Tips for Labs
- Ensure the classroom has internet access
- Bring in someone on Skype -- but ensure they have a slide deck or some take-away points for students
- Have handouts!
- Schedule IRC availability in advance with Online Ambassadors (email Google Group)
- If possible, get the professor to attend

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Slide:Working in the Classroom
Purpose:

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Timing: 15 minutes

Facilitation Notes/Talking Points:

Read off the slides -- share your own experiences from last term and the experiences of your fellow Ambassadors to tell stories and go through the content of the slide.

Working in the Classroom

Avoiding problems
- Don't get too tech-focused early (wait until students have started working on Wikipedia)
- Require primary sources before editing -- sources can be a limiting factor
- Establish clear expectations
- Have an ongoing dialogue with your professor
- If you have all students create user accounts in a lab or in class, have an administrator standing by (only 6 accounts can be created on one IP address without an admin's help).

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Slide:Working in the Classroom
Purpose:

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Timing: 15 minutes

Facilitation Notes/Talking Points:

Read off the slides -- share your own experiences from last term and the experiences of your fellow Ambassadors to tell stories and go through the content of the slide.

Where to Get Help: Ambassadors

- Technical Assistance
  - IRC: #wikipedia-en-ambassadors or #wikipedia-en-ambassadors-bc
- Ambassador-Student/Professor Relationship
  - Talk to other ambassadors individually
  - Wikipedia Ambassadors Google Group
  - Wikimedia staff
- Article Development
  - [[Wikipedia:Ambassadors]] discussion page
  - Course talk pages
- ACTIVITY: Log on to: http://webchat.freenode.net/?channels=wikipedia-en-ambassadors and ask your question!

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Slide:Where to get help: Ambassadors
Purpose:

- Shows CAs where to get help; log on to IRC and ask question

Timing: 5 minutes for explanation; 15 minutes for IRC

Facilitation Notes/Talking Points:

So what happens when you get asked a question you can't answer? There are several channels through which you can ask for help.

If you're just looking for a quick answer to a technical question, your best bet is to log on to IRC. If you've never used IRC before, it's like any Internet chat room. The -bc channel is a back channel for administrators to talk amongst themselves; the non-bc one is for students (and you!) to get help.

If you have a question about a relationship with a student or a professor, talk to your fellow Ambassadors at your campus and your new friends here today. Or you can send a message to the Ambassadors Google Group which we'll be subscribing you to after you leave the training. Wikimedia Foundation staff are also available if you get stuck, especially in relationships with professors.

The first place for questions about article development is your course's talk pages. You can also post questions on the Wikipedia Ambassadors discussion page. Many staff, Online Ambassadors, and other Campus Ambassadors have these pages watchlisted, so they'll see when you post something and will give you an answer.

We'll now have a live activity where you can log on to IRC and ask a question of Online Ambassadors who are staffing the channel right now.

You were supposed to think of a question you still had last night about Wikipedia; here's your chance to ask it. Log on now, and we'll have time for 3-4 people to ask a question, so not everyone has to ask their question.

Where to Get Help: Professors

- Grading Questions
  - Contact your Campus Ambassadors
- Student/Online Ambassador Relationships
  - Contact your Campus Ambassadors
- Student/Campus Ambassador Relationships
  - Email ambassadors-en@wikimedia.org
  - Wikimedia staff
- Article development help (technical/research/writing)
  - Contact your Campus Ambassadors
  - Course talk page
  - [[Wikipedia:Ambassadors]] discussion page
  - Immediate help: IRC: #wikipedia-en-ambassadors

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Slide:Where to get help - professors
Purpose:

- instructs CAs where to lead professors for help

Timing:5 minutes

Facilitation Notes/Talking Points:

Some professors may want to learn more about Wikipedia as well. Their first point of contact should be you, their Campus Ambassador.

If they have problems with you, they should contact the Ambassador Steering Committee at ambassadors-en@wikimedia.org or Wikimedia Foundation staff.

For article development help, you should encourage them to contact you or to leave messages on the course talk page or the Wikipedia:Ambassadors discussion page.

They can also log on to IRC as we just did and ask a question.

Where to Get Help: Students

- Article development/technical/etiquette questions
  1. Post question to course talk page
  2. Alert mentor question is there
  3. If no response in 1 day, talk to your Campus Ambassador
- Immediate assistance:
  - IRC: #wikipedia-en-classroom or #wikipedia-en-help
- Conflict with mentor or editor
  - Ask your Campus Ambassador
- Subject-specific questions only
  - Talk to your professor, classmates, TA, etc.

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Slide:Where to get help - students
Purpose:

- Gives CAs the ability to direct students to find help

Timing:5 minutes

<u>Facilitation Notes/Talking Points:</u>

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When students ask questions about just about anything, they should be encouraged to post the question to their course's talk page. They should then alert their Online Ambassador mentor that they've posted a question and ask for a response.

Encourage them to email you to set up an appointment to talk about article development if you'd like.

Encourage students to contact their mentors frequently, so they know what stage students are at and at what point the student will need extra help. Be sure your students enable email notifications on their talk pages so when their mentors respond, the student can reply quickly.

They're also welcome and encouraged to log on to IRC to ask questions. If your class has a deadline coming up and you expect a flood of student questions, please send a message to the Google Group alerting the Online Ambassadors so the channel will be staffed.

If they have a conflict with their Online Ambassador or another editor, encourage them to talk to you.

You shouldn't give them help on finding sources or other subject-specific questions -- those are questions for the professor. But encourage students to not contact the professor for Wikipedia-related questions.

You're Not Alone

- You're one of 75 Campus Ambassadors
- Around 100 Online Ambassadors are available to help
- Public Policy Initiative staff (Rod, Annie, Sage, LiAnna, Amy, Mishelle)
- Your Campus Ambassador Trainers
- Skype in to some of these folks!

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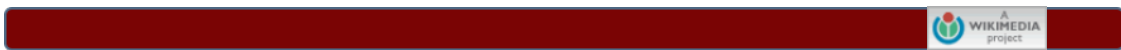
Slide:You're not alone
Purpose:
- Make CAs feel like they're part of a big group
Timing:15 minutes

Facilitation Notes/Talking Points:

Emphasize that there's a whole community of people who are out there to support you as you navigate being a Campus Ambassador.

Arrange before-hand to Skype in to someone and be ready to do it at that point in the day.

WikiProject United States Public Policy

http://enwp.org/WP:USPP

Key Facets for Ambassadors:
- Courses tab
- Leaderboard
- Ambassadors

Activity:
- Add yourself to the Ambassadors page!
- Uses "transclusion"
- Follow instructions here: http://en.wikipedia.org/wiki/Wikipedia:Campus_Ambassadors/Trained_ambassadors

Slide:WikiProject USPP

Purpose:
- Introduce Ambassadors to the WikiProject
- ACTIVITY: Have them add themselves to the Ambassadors page.

Timing: 20 minutes for overview; 10 for activity

Facilitation Notes/Talking Points:

We briefly touched on the WikiProject in the module, as it's something we'd like you to show your students, but we wanted to give you a more in-depth look at how you'll be using it as well.

<<CLICK THROUGH TO WEBSITE>>

The first important page is the Courses page. This contains a list of all the courses we are working with this spring. You are responsible for working with your professor to keep the course page for your class up to date. That means that as students create user accounts and choose the articles they'll be working on, you'll need to ensure they add their names to the page. It's also extremely critical that the information about deadlines and assignments is up to date on this page. WMF staff and Online Ambassadors watch these pages closely to anticipate demand for their services from the students, so it should be your primary form of communication about assignments. If a deadline changes, please make sure the course page is immediately updated.

Each course page has an leaderboard, and then there is a tab on the WikiProject that contains the main leaderboard. This allows you to see at a glance what students are producing the most content and are the most active on Wikipedia, both on a course and individual level. The main page Leaderboard compares all students participating and has a ranking by school; the course page leaderboard ranks by course.

Note that these are updated twice a week at this point in time, so it's not an automatic update. And another important thing to note is that the contributions are across all articles, not just the ones they're working on. That means if students want to contribute other content to different areas of Wikipedia to boost their rankings in comparison to other courses, they can. If one of your students has any concerns about privacy, please let us know and we can remove their name from the leaderboard, but we hope it will be a fun and engaging, competitive element.

Finally, the Ambassadors tab. Clarify with your professor ahead of time whether the students in your program are going to be assigned mentors or if they need to choose them. If they're choosing them, here's how they do it -- they're welcome to connect with anyone who is listed under the Available Mentor category. All they need to do is click on the "Choose as Mentor" link.

You'll see Campus Ambassadors are also listed here. We asked you to upload an image of yourself to Commons for use on this page. We'll now take 10 minutes to have you add yourself at your university to the page.

Go to http://en.wikipedia.org/wiki/Wikipedia:Campus_Ambassadors/Trained_ambassadors and follow the instructions on the page. Ask us for help.

Doing Outreach on Campus

Getting students involved:
- Start a club sponsored by an institution on campus
- Promote club:
  - Flyers, club fairs, campus newspapers, other clubs
  - Swag! Email ldavis@wikimedia.org to get a package
- Potential activities:
  - Teach editing skills
  - Collaboratively edit/create articles
  - Photo hunt (upload to Wikimedia Commons)
  - Hold workshops together

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Slide: Doing Outreach on Campus
Purpose:
Encourages people to get students involved
Timing: 20 minutes

Facilitation Notes/Talking Points:

Here's a few ideas that came out of discussions with one of last term's Campus Ambassadors, who started a student club on campus and found a professor to work with in the fall term.

Create a club sponsored by an institution on campus (Library, Media Center, Writing Center, etc.)
This helps you get spaces without a large of number of students supporting the group
prevents you from having to do paperwork if you don't have a huge student support structure
Likely gives you some sort of connection within the media literacy faculty whom will help you recruit professors
Even if an organization cannot "sponsor" you, see if they will help co-sponsor an event or workshop to help get your organizations recognized
Hold workshops/meetings, talk about becoming an Ambassador to your courses part way through the semester
Find avenues to advertise/promote your club on campus
Community posterboards
Club fairs
Campus newspapers
Talk to leadership, teaching or honor organizations
Gear your pitch for your audience. Ex: engineering/programing students - tell them that they have the opportunity to write the coding for the bots that help in Wikipedia!

Another way to get students involved is swag, and we have packages of some of the same Wikipedia swag you got today to give out if you're starting student clubs. We can send you a packet of lanyards, nametags, stickers, and stress balls to attract attention to your booth. if you're interested in getting mailed a swag packet, contact LiAnna Davis, the Public Policy Initiative communications associate, at ldavis@wikimedia.org.

Potential activities
Train interested students in basic Wikipedia activities, get them to edit
These students are potential Wikipedia Ambassadors, make what you are doing on campus transparent, make them think through problems with you
even if you already have a solution, give them a chance to run workshops with you
Collaboratively edit an article
Maybe go through books from the library together and work on an article together
Photo hunt
Start new articles! (students like the idea of having "created" their "first" article)
Not as daunting as it may seem
List of articles that need to be created: Most wanted articles or Missing encyclopedic articles
Easy to just start them, then flag them as stubs
Then share with the other club members the pages that were created!

What other ideas do you have for getting students involved in a Wikipedia club on campus?

Doing Outreach on Campus

Recruiting professors:
1. Ask students & media-savvy librarians for suggestions
2. Go to relevant conferences and talk to people there
   - Set up a table
   - Ask people to sign up on mailing list
   - Give out swag
3. Hold workshops, about anything Wikipedia-related
4. Just show up at a professor's office hours!

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Slide: Doing Outreach on Campus
Purpose:
- How to recruit professors
Timing: 20 minutes

<u>Facilitation Notes/Talking Points:</u>

1. Talk to students, they know who is in and who isn't interested in New Media and Wikipedia, use your networks
2. Contact a media savy librarian. They WILL know who is interested in the library and be working with people who want to know how media literacy especially Wikipedia
3. Go to new-media-conferences or teaching-with-technology conferences, talk to people there, get them to sign an e-mail list, give them swag, set up a table

For examples: "Center for Instructional Technology Conference" at James Madison University. School, regional, or national conferences.

4. Hold workshops, talk about anything, everything. Everyone wants to know how Wikipedia works: who writes the articles? How does quality control work? What founding principles do we use on Wikipedia? What potential does Wikipedia have in a traditional academic setting? What does the Wikimedia foundation do?
5. Actually contact the professors
Show up at their office hours!
Works a lot better than emails
Tell them how you found them (for example: "I heard from your students that you are interested in more innovative methods of teaching...," "I hear you're looking for new ideas on how to teach XYZ..."
If really can't be on campus: send individual emails

Outreach Talking Points

- Wikipedia is a community
- Wikipedia is an effective & unique teaching tool
- Examples of Wikipedia assignments
- Wikipedia is not going away anytime soon

Facilitation Notes/Talking Points:

Wikipedia is a community. Editing Wikipedia brings students into another scholarly community that has a different set of norms.
There are approximately 20,000 regular contributors on English Wikipedia, which is about the size of a college.
Changes happen very rapidly!
For example, see Recent Changes, or see "WikipediaVision" tool
Base your discussion of Wikipedia and academia on the 5 pillars, the easiest two to do this with is #4 which implies that Wikipedia is community oriented, academics always want ways of making learning about working with a team, or others who are academically minded. Treat Wikipedia from the community perspective and they will be intrigued, because all they ever see is the encyclopedia, so miss how many people do so much work on Wikipedia
In particular how the English Wikipedia has about 20,000 regular contributors, about the size of a college
Talk about who is in the Wikipedia Culture (focus on the number of students and graduate degree holders)
Wikipedia is an effective & unique teaching tool
Wikipedia is about knowledge production - collaborative knowledge production. It's a platform for students to examine the knowledge production process from a lens they rarely get in academia.
Students who edit Wikipedia reach a global, public audience. Wikipedia-editing assignments are no longer just "throwaway assignments": they last beyond the class and reach thousands (millions) of people.
Students could get feedback from a much larger audience than just their instructor, and have to learn to write for the public.
Common learning objectives:
Collaboration/consensus
Have to learn how to work within a community, cooperate with other writers
Consensus model means students actually have to make an argument for their preferences
Improve writing skills
Encyclopedic writing vs. persuasive writing
Improve research skills
Proper sourcing, references, verifiability
Media literacy
Understanding how an online community functions
Basic familiarity of markup codes
Community of practice
Discovering /interacting with people who care about similar topics
Examples of Wikipedia assignments
Make sure you talk about how students have reacted to teaching activities (offer a variety from copyediting to article writing)

Wikipedia is not going away anytime soon
Emphasize how Wikipedia is becoming the public face of knowledge, it only makes sense for librarians and faculty to help assuage the misconceptions of Wikipedia that their students have
In other words: students are on Wikipedia no matter what professors tell them, so professors might as well teach them how to use Wikipedia responsibly!

Sustainability

We need YOU in order to keep this project and the Wikipedia Ambassador program going.

- Developing lasting materials: handouts, training slides, best practices, etc.
- Institutionalizing the program: via university staff & centers
- Transitioning leadership roles to Ambassadors: how you can take ownership:
    - Recruit other professors and Ambassadors
    - Lead an Ambassador training
    - Be a "Regional Ambassador"
    - Be on the Wikipedia Ambassador Steering Committee!

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Slide:

Purpose:

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Timing:30 minutes

Facilitation Notes/Talking Points:

Say:

The Public Policy Initiative is funded by a grant that will run through September 2011. So how do we make sure that what we're doing now continues beyond that point?

We need YOU in order to make that happen.

- Developing lasting materials that can be passed on / adapted
    - Handouts, sample lesson plans, brochures
    - Instructional videos
    - Training slides & schedules
    - WikiProjects & online infrastructure
    - Documentation of best practices, tips & tricks
- Institutionalizing the program on university campuses
    - Recruit staff members as Campus Ambassadors - they have relevant experiences, can connect us with other professors and staff, have a lot of influence over colleagues, and enjoy institutional legitimacy and resources
    - Give examples:
        - Indiana University: meeting faculty members beforehand, connecting us with Writing Center staff, holding workshops on using WP as teaching tool
        - Georgetown University: reserving training facilities, creating CNDLS-led videos about WP in the classroom
        - Louisiana State University: embedding this into their communications certification requirements!
- Transitioning leadership roles to the Ambassadors!
    - Outreach: recruit other professors and Ambassadors, start student clubs, hold events and workshops... in general establish a WP presence on campus
        - This is why we're now accepting Campus Ambassadors at places without a paired professor
    - Lead an Ambassador training
    - Apply to be a "Regional Ambassador" - new role
    - Run for a position on the Wikipedia Ambassador Steering Committee - elections coming up
- Questions?
- Other ideas about sustainability?

Commons Competition Activity

- Divide into groups of 4-5, with at least 1 Wikipedian per group
- Go to one of the large lists of neighborhood articles
- Use Flickr's CC-licensed search and public domain image searches to find as many images for unillustrated neighborhoods (2 points), or additional good photos not already on Commons (1 point), as you can
- Upload these freely licensed images to Commons and add them, with captions, to the appropriate articles.
- You have 30 minutes to finish this activity
- Group with the most appropriate images added to their list of articles is victorious

Slide:Commons Competition activity
Purpose:

- familiarizing CAs with Commons; fun activity

Timing:40 minutes

<u>Facilitation Notes/Talking Points:</u>

Spend 5 minutes introducing this activity. Go over the rules. Show people where to find freely licensed images:

* Go to flickr.com, click search button, click "Advanced Search" and enter your search term. At the bottom, click the Creative Commons main check box and the two subsequent check box. Then click search.
Some possible lists of pages to illustrate:

- Neighborhoods of San Francisco
- Neighborhoods of Washington, DC
- Neighborhoods of Chicago
- Neighborhoods of New Orleans
- Neighborhoods of Baton Rouge
- Similar geographical lists
- (Note that NYC neighborhoods are too well-illustrated to be good for this activity.)

Give them 30 minutes to do the activity.

Spend the last 5 minutes of them reporting back on how many they were able to add as a group and answer any questions.

Commons Competition ideas

- Types of events:
  - Photo scavenger hunts
  - Free-form photo contribution event
  - Class competitions based on adding photos to articles
- Best practices and models:
  - http://outreach.wikimedia.org/wiki/Best_practices_in_photography_events
  - http://commons.wikimedia.org/wiki/Commons:Photo_scavenger_hunts
- Tool for managing contests: http://toolserver.org/~contests/
- Talk to people who have done this before

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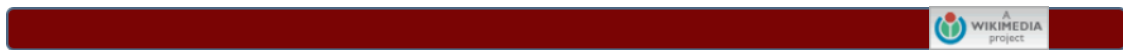
Slide: Commons Competition ideas
Purpose: To give ideas about running Commons competitions and point out useful resources for planning and running them.
Timing: 4 minutes

Facilitation Notes/Talking Points:

- There are many ways of organizing a Wikimedia Commons photo competition or similar competition, and if your class seems amenable to this, we encourage you to do one.
- Models for a few kinds of competitions that have worked well and been refined over several events are listed on outreach wiki, and the most detailed advice is at the Commons Photo scavenger hunt page.
- On the technical side, things are getting much easier: the new file upload wizard on Commons makes it easy for any user to upload batches of images at once. There's also a tool designed specifically for managing contest uploads, although the more you can get people to upload and describe their own photos, the better.
- The best resource for organizing one of these is the people who have done them before. Talk to User:Pharos or User:Ragesoss, or ask the other ambassadors, if you want advice for organizing a photo competition.

Review: Campus Ambassador Priniciples/Expectations

- Always be friendly
  - You represent Wikipedia and the Ambassador program
- Exude passion for Wikipedia
  - Support and encourage student learning with Wikipedia
  - Consult with professors on Wikipedia assignments
  - Teach Wikipedia modules in class
- Act as an advocate for new contributors
  - Help new contributors and advocate on their behalf
- Communicate in a clear and understandable manner
  - Communicate with WMF, fellow ambassadors, students, professors
- Listen and share openly
  - The Wikipedia Ambassador program ultimately belongs to YOU
  - You are the leaders and the driving force behind this program
- Have fun!

Slide:Expectations

Purpose:

- Review of expectations

Timing: 10 minutes

<u>Facilitation Notes/Talking Points:</u>

As a reminder, here are the six main principles/expectations for all ambassadors. Throughout this training, we have talked about how to accomplish these expectations.

Now let's talk about these a bit more in depth:

1. Always be friendly
As a Wikipedia Ambassador, you are the first point of contact for new contributors. The way you treat them will shape their view of Wikipedia. Show respect and courtesy to the people you are trying to help. Act in good faith and assume good faith on the parts of the people you are dealing with.
Be visible and responsive to newcomers, giving them permission and ample opportunity to seek guidance. Encourage others to give positive and constructive feedback, and model constructive feedback in your own interactions. Facilitate open and honest communication oriented toward a positive result. Be patient with people who have varying levels of computer and Wikipedia literacy.
2. Exude passion toward Wikipedia
Infect new contributors with your enthusiasm. Promote Wikimedia's vision: "Imagine a world in which every single human being can freely share in the sum of all knowledge." And cultivate familiarity with Wikipedia's core policies, especially the Five Pillars. Adhere to the wider community and its values, and help new contributors do the same.
Support and encourage student learning while also consulting with professors about appropriate Wikipedia Assignments.
Facilitate in-class Wikipedia modules that engage and develop the skills necessary for students to successfully complete their Wikipedia assignment.
3. Act as an advocate for new contributors
Be mindful that new contributors often need help advocating for their needs; they are in an unfamiliar environment and lack knowledge of both specific processes and community norms. Find ways to speak up on their behalf when they clash with longer-term community members and other stakeholders. Give them space to grow in the project.
4. Communicate in a clear and understandable manner
Be present in all conversations. Translate complex concepts into forms your audience can easily grasp. Take time to listen openly to what is being said and isn't being said without having an agenda. It's okay to be human.
Use jargon and acronyms sparingly and with an appropriate level of explanation.
5. Listen and share openly
The Wikipedia Ambassador program ultimately belongs to YOU, the Ambassadors. You are the leaders and the driving force behind this program.
Take charge, speak up about what's working and what's not, get creative, and be bold and proactive in sharing your ideas with the group! At the same time, give your fellow Ambassadors sufficient space to do the same; listen sincerely and remain open to different ideas.
6. Have Fun!
Your biggest asset is that you enjoy Wikipedia! Have fun, and seize opportunities to express your enjoyment. And if something you're doing isn't fun, speak up! Somebody will be happy to help you out.
Allow yourself to think outside the box. Reflect on what's working, change the things that are not working and experiment with new ways of doing.
And be aware of your own development through the program. Choose tasks that match your abilities, or abilities you are seeking to develop. We're all learning together!