



UK GLAM Outreach Task Force Proposal

Vision

The task force will be a team of no more than 6 people running as a WM-UK supported working party for a limited time to establish and grow a UK wide Institution Ambassador and specific point of contact network (SPOC), primarily focused on GLAM institutions.

The goals for the task for will include:

1. Coordination of outreach and collaboration events with host institution participation across a number of cities across the UK.
2. Establish shared tools for Institution Ambassador/SPOC self-coordination, action tracking and easy progress reporting.

Resources required

* Office based paid coordination support, initial estimate of 1 day/week.

* Budget for the programme as a whole (guesstimate of £30,000) and for any basic expenses of the task force (estimated limit of £250/month for UK travel and workshop materials).

Outcomes

1. Self organizing Institution Ambassador network covering at least England and Scotland established within 9 months.
2. UK specific outreach materials including institutional start-up packs.
3. UK best practice advice, case studies and direct personal support for new Ambassador prospects.
4. Encouraging process for funding to support ongoing Ambassador travel or other minor costs involved for Institutional meetings and non-local network events.
5. First Ambassador workshop and network meet in June¹ with two-monthly meets to follow.
6. Plan for 12 weeks activity with an adapting framework plan for the rest of the financial year.

¹ Scheduled for 21 June 2011 and co-hosted with the British Library, see http://uk.wikimedia.org/wiki/GLAMcamp_London

7. Open published task backlog to encourage new volunteers to offer support and an Agile approach to task delivery.

Risks

* Individual key volunteer overload.

- To avoid individual volunteer overload and reflect changes in geographic focus, the task force should seek to change over 30% of members every 3 months.

* Length of time needed for partners to understand, organize and approve may be much longer than Ambassador expectations.

Process (subject to task force agreement)

The task force will be time limited to no more than 9 months before being subsumed into the established self-organizing Ambassador network.

Constraints

No more than 6 members at any one time. Geographic sub-groups as part of the Institution Ambassador network may resolve any “bandwidth” problem (e.g. a London Ambassador group). At least one WM-UK board member in the task force who can advise on budget.

Short update reports for the WM-UK board every 6 weeks.

Background and comments

Forums such as the AGM, wiki-meets and IRC discussions are regularly highlighting issues with a lack of coordination or early communication of GLAM initiatives and opportunities for collaboration with institutions (not just GLAMs).

Pre-defining long term targets is controversial for this group as establishing an effective partner may take over a year before the first major event. Expectations previously discussed include a network of 15 UK Ambassadors by December 2011 and delivering partnered outreach events in 12 or more different cities across the UK by March 2012.

There has been some discussion about potential major partner bodies to support the total UK programme. A professional big name such as Museums Association, Culture 24, Libraries Association or Arts Council England would open doors for initial meetings and provide immediate gravitas for any Ambassador or point of contact. The options for such a co-sponsor in the light of benefits or disadvantages for WM-UK are likely to be an early strategic decision for the task force.

Document review comments and discussion threads (may split off later):

I have about 6 or 7 GLAMs as a result of Derby interested in some vague way. This is good but suspect you will pyramid sell. You will need to refuse opportunities or send them off to fend for themselves. Should the aim be to pick all museums given a choice or spread ourselves thin? This group has a wide brief - I think it will need to decide where its best options lie initially and again when you have had success (and failure). - comment Victuallers

It seems logical to encourage organic growth but to avoid a shallow Ponzi scheme, the task force would establish firm criteria to assess commitment and risk. Relationships at a "level 1" commitment would have no attention from the wider network but those at "level 3" or above would benefit from regular review and support by the task force. I would recommend the task force agree the qualification criteria and a ranking scheme along the lines of that suggested in my presentation on 16th April, see [WMUK GLAM presentation Fae.pdf \(page 8\)](#).

In practice I would see organic growth being as simple as the network hub starting in London but within a couple of months splitting into self-organized clusters in Scotland and Wales and perhaps within 18 months Ireland and English regions depending on how quickly bandwidth becomes an issue. There may also be a need to spin off narrow focus groups to avoid chatter overwhelming volunteers, for example UK architecture and buildings (UK-WLM?) or Digital archives. - Fae

My thoughts - Johnbod

I might as well get down my thoughts as I mentioned at a couple of points in Bristol. I think we need to develop standard lesson plan(s), with "teacher" materials, for one or more simple group tutorial sessions on how to edit WP - perhaps for 2 or more different lengths of time - 20mins/45 mins etc. This basic plan can be general, and also work with the Campus ambassadors. It should assume the participants all have live web access & a pc/net book of some sort. We would also need printed or online material to take away & carry them through to the next stage - much of this exists already, or is being developed. For glams & other specialized groups extra material on glam-specific issues can either be worked in, or covered in a further "module" at the end. But as I mentioned I would ultimately like to see it offered to a mass public on a walk-in basis with several sessions over a day or weekend at shows, conferences, fresher fairs & other public places & events, which will need a good number of volunteers.

In the meantime audiences supplied by institutions are a good place to start, with various target audiences, including curators & other staff, "Friends of" organizations, and volunteers (unfortunately all likely to involve dealing with a different department within the institution).

I think we should move quickly (as we are) to get some sessions held, to learn from those experiences & plan further expansion. I'm very happy to help in any way I can.

John