

Wikimedia Nederland Annual plan 2011

Introduction

For Wikimedia Netherlands the year 2010 was - just like the year before - dedicated to growth and investment in the future. In 2011, the association reaffirms that ambition and translates it into new activities with a greater range. This plan reflects that ambition and also gives direction to the further development of the organization. By strengthening and professionalizing the organization and searching smart partnerships the strength of Wikimedia Netherlands will increase. In 2011, realizing office space and hiring three part-time employees will be the next milestone in this development. This is necessary to initiate and implement the various projects. Supporting volunteers is key. They are and remain at the core of the Wikimedia projects and the work of Wikimedia Netherlands.

Given the dynamics of the development the association is currently going through the workplan describes the main features - its implementation is under continuous development. Based on the current strategy process, the further implementation will be carried out by the Board.

Wikimedia Netherlands aims to collect and make accessible free information in any form. The association works closely with the Wikimedia Foundation and the volunteers of the Wikimedia projects, including Wikipedia.

To fulfill its goals the association uses a number of partially overlapping spearpoints

- Technology - we contribute to of technology that facilitates the collection and dissemination of knowledge
- Community - we invest in the volunteers behind the projects
- Outreach - we make more people aware of the ideals of Wikimedia and encourage them to contribute
- Content - we are working with (cultural) institutions to make valuable collections freely available, especially for the Wikimedia projects
- Organization - we strengthen our organization to better achieve our ideals

Technology

At the basis of all Wikimedia projects is of course an extensive technical knowledge and infrastructure. Wikimedia Netherlands contributes to the development and improvement of the technology behind the projects, in particular when it is used for activities of the association.

The Wikimedia Foundation is directly responsible for the technical infrastructure of the Wikimedia projects. Wikimedia Netherlands supports the Wikimedia Foundation, with about half the amount of received donations, so they can continue to play this important central role..

In 2011 Wikimedia Netherlands will support another translation rally, aimed at translating system messages of MediaWiki and other open source projects and products.

Also in 2011 the association invests specifically in the development of better software to support the activities of the association. The new software is designed so that it is widely applicable for activities aimed at the general public in the Netherlands, but also can be used for various projects in other countries.

In collaboration with six partner organizations Wikimedia Netherlands takes part in CoSyne, an initiative of the University of Amsterdam. In the context of the CoSyne project a software developed under free licensed to make it easier to automatically synchronise and translate wikis in different languages. In this ambitious project WMNL plays a role in exploring the usability of the software.

Community

The driving force behind the Wikimedia projects is the large community of volunteers. Every day thousands of people contribute to the huge collection of free knowledge managed by Wikimedia. The quality and diversity of the content of the project is therefore closely linked to the vitality and composition of the community of users. In 2011 Wikimedia Netherlands invests in that community of volunteers and will assist them where possible.

Bringing people together

- There are at least six non-thematically oriented meetings where volunteers get to know each other and exchange experiences in an informal setting. After the positive reactions in the past year there will again be a summer barbecue in 2011.

- Besides social events Wikimedia Netherlands will organise in at least two small, interactive workshops on specific topics relevant to the volunteers of Wikipedia and other projects. In each of these specific workshops at least ten Wikimedians will take part.
- Also, at least one broader, thematically oriented event will be organized to facilitate consultation and discussion, specifically for Wikipedians. At least 25 active Wikipedians will take part.
- A festival committee was set up to celebrate the tenth anniversary of Wikipedia in an appropriate way with volunteers and the community.
- After successful editions in 2006, 2007 and 2008, in 2011 another Wikimedia Conference Netherlands will be organized.

All these activities are organized by volunteers.

Finally, WMNL will again make available a number of small grants for initiatives from the community, contributing to the mission of Wikimedia. The Board is committed to the subsidy and will draw more attention to it (and the associated rules) to promote its use.

Outreach

WMNL wants to bring its mission and Wikimedia projects to the attention of more people. The aim is not only to raise awareness of the work of Wikimedia, but also get more people interested and invite them to contribute to a world where everyone has free access to all information.

To keep anyone interested in the work of Wikimedia Netherlands informed of activities, WMNL will use its primary communication channels. In 2011, a communication plan will be elaborated, then updated each year. A part-time freelance employee provides communication support.

- At least four times a year a newsletter is sent out. Subscription to the newsletter is also available for non-members and the content is adapted to the wider audience.
- The website of the association is renewed and we will look for ways to make its content more relevant and provide faster information on current developments, such as via a weblog.
- The use of popular social networking channels such as Twitter and Facebook, will continue.
- WMNL continues to work on improving its media strategy, maintaining contacts with the media and issues press releases about all relevant activities.

Wiki Loves Monuments

After the success of Wiki Loves Monuments in 2010 Wikimedia Netherlands will again organise a large-scale photo contest around monuments to the general public in 2011, this time in an international context where other chapters will follow the concept developed by Wikimedia Netherlands in 2010 - adapted to their specific circumstances. To support this international cooperation Wikimedia Netherlands will coordinate and contribute to workshops. By its appealing concept, good communication strategy and accessible format a large audience can be reached and challenged to give an active contribution to the work of Wikimedia. The goal is to make available at least 15,000 photos under free license. The project has a passive audience of at least 250,000 people. The implementation of this project is supported by a freelance staff member. Following the experience from last year, in the Netherlands itself extra attention will be paid to organizing local events.

Wiki Loves???

In 2011 Wikimedia Netherlands will also start preparations for a new campaign in the successful series of Wiki Loves Art and Wiki Loves Monuments, where a new topic will be central. These preparations include the choice of the subject, forging partnerships and preparing a project in 2012 with the support of a part-time project officer is executed.

Public policy

Particular attention will be paid to communicating the mission in a political context. WMNL will actively follow the decision-making processes in the field of copyright and free licenses and wherever possible will perform its role as a champion of free knowledge. WMNL will give solicited and unsolicited advice and contribute to relevant (social) networks and thematic debates around this issue. Thus, WMNL will contribute to the development of political and social preconditions for better dissemination of information that is freely available to everyone.

Content

All strategies of Wikimedia Netherlands relate to the content license Creative Commons Attribution-Share Alike 3.0 or a compatible freer license, as well as content that is not or no longer covered by copyright. Wikimedia Netherlands distinguishes five pillars:

- Creating new free content
- Freeing existing content
- Maintaining / improving existing free content
- Improve accessibility of existing free content
- Protect / preserve existing free content

General public activities with an accessible format are naturally intended to directly or indirectly contribute to the quality and quantity of the content of the Wikimedia projects. Wikimedia Netherlands also undertakes more specific activities to make existing collections freely available. To achieve this, for example, contact and collaboration is established with cultural institutions. To achieve this, WMNL maintains and expands contact with employees in the cultural (heritage) sector and participates in relevant debates and conferences. In 2011 Wikimedia Netherlands will continue the existing partnerships and provide insight into the (measurable) results, both for the institutions involved and the wider field.

Organisation

The core of the organizational structure of Wikimedia Netherlands is formed by the members. They give direction to the association and, where possible, fulfill an active role in the activities. Members of the association are obviously kept informed of and invited to all relevant activities and meetings organized by Wikimedia Netherlands.

- At least twice a year a General Meeting is held to explicitly enable members to provide input into the work and running of WMNL.

To successfully carry out an ambitious plan in 2011 but also in the following years, Wikimedia Netherlands will continue work on the professionalization started in 2010. While volunteering remains the primary basis for the work of the association, and governance of WMNL rests with volunteers, a number of important steps will be made to establish a more professional work organization supporting voluntary activities.

- A plan will be developed to establish a support organization and set out duties of paid staff; this plan will be evaluated at the end of the year
- Accounting and financial reporting will be outsourced.
- Office space will be rented
- Three part-time employees will be recruited to support the implementation of the work plan. The board will take on the responsibilities of an employer responsibilities, and can will be supported by professionals from within and outside the organization.
- A strategic plan for the medium term will be set up. Members of WMNL and the wider community will be actively involved.

Fundraising and investment in the future

To make it possible to maintain a professional work organization and a large number of activities, WMNL will invest in further improvement and expansion of the fundraising. A staff member will provide support to fundraising.

- Wikimedia Netherlands will complete the application for ANBI status and will make the necessary organizational changes, with the consent of the members.
- Wikimedia Netherlands makes a donation to the Wikimedia Foundation.
- In consultation with the Wikimedia Foundation, a fundraising strategy will be developed that fits within the international strategy, but is also adapted to Dutch donors.
- The association participates in the Wikimedia Wide fundraiser in the fall of 2011. To improve the result the communication with (potential) donors will be improved and the payment options expanded and improved.
- Besides the annual fundraiser WMNL will examine opportunities through grants and sponsorships to obtain additional resources in support of the organization and its activities.
- Relevant staff and board members have the opportunity through training and the purchase of information materials to gain knowledge about fundraising in general and more specific forms.
- Specific attention is paid and advice obtained on communications in the context of fundraising.

