Section 5— Committing to Wikipedia Engagement: Nine Steps

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Form of engagement:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Whether you plan to move forward with individual engagement or with some variety of group engagement (patron class, staff training, edit-a-thon, etc.), it is beneficial to lay out a game plan. This Steps to Engagement template will walk you through nine steps to frame your intention and move it into action.

As you fill in your own responses in the form, take advantage of your Wikipedia + Libraries peer community to share your ideas and resources for engagement and to help you think through the challenges. This is your opportunity to bounce ideas around with your course colleagues.

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| **1** | What is the goal for this engagement? |  |
| **2** | Who is the audience for this engagement; who will benefit?   * *Who will you reach?* * *What’s in it for them?* |  |
| **3** | How will you know if your engagement was a success? Potential indicators:   * *Quantitative: e.g. # of edits, # of people involved* * *Qualitative: e.g. change in perceptions, sense of achievement* |  |
| **4** | How will you get institutional buy-in and support for the engagement?   * *Who needs to be persuaded?* * *How does this align with the institution’s strategic plans?* |  |
| **5** | Who are potential partners or collaborators?   * *Either internal or external* * *Consider other institutions* |  |
| **6** | How will the engagement work?   |  | | --- | | *E.g. duration, frequency, location, implementation phases, team involved* | |  |
| **7** | What resources will you need for the engagement?   |  | | --- | | *E.g. personnel, collections, technology,**allocated time, funding* | |  |
| **8** | Where can you get those resources?  *E.g. volunteers, contributions, grants* |  |
| **9** | What else do you need to keep in mind to make this a fruitful engagement? |  |