

PHILWIKI STRATEGIC PLAN 2023

The foremost activity shall be "setting up shop." Our office address must become a functional space, where our members may freely attend to perform their editing work, uploads and service bureau tasks for our events, meetings and communications. We shall take responsibility for the facilitation of sustainable activities, involving mass media, influencers in the local community, and strategic alliances for outreach.

The 2nd, 3rd and 4th Quarters of PhilWiki's fiscal year shall be undertaken with three attainable outreach activities, with the intent to generate interest, build capacity and sustain time-bound campaigns, namely (1) Wiki Loves Earth, (2) Wiki Loves Food, and (3) Wikipedia Pages Wanting Photos, into sustainable and recurring activities.

Strategy 1: PROFESSIONALISM and GOVERNANCE

Activity 1: PhilWiki shall prepare all its required documentation to qualify as a full-fledged Non-Government Organization (NGO) through the Naga City government. This status upgrade will enable our User Group to raise funds for large campaigns, by way of sponsorships from cultural foundations, compatible CSR programmes, and civic organizations in the community.

Activity 2: We shall outsource our proposed business processes -- legal, fiscal and logistics oversight and reporting -- with accredited third-party consultancy firms to enable us to focus on the core aspects of our mission.

Activity 3: We shall set up a functional office and service desk in the Raul S. Roco Library (previously known as the Naga City Public Library) to bring professionalism and public visibility to PhilWiki as an operating non-stock, non-profit organization.

Strategy 2: BUILD INSTITUTIONAL PARTNERSHIPS

Activity 1: We shall reach out to government agencies such as the **Philippine Department of Tourism**, and the **Philippine Department of Education**, and the **National Commission for Culture and the Arts** to collaborate on programs advantageous to the community at large, henceforth bringing transparency and cachet to PhilWiki and the Wikimedia brand -- and consequently entice the community at large to join the PhilWiki User Group.

Strategy 3: OUTREACH and THRIVING COMMUNITY

Activity 1: We shall reach out to external clubs in the artistic, heritage and cultural sectors (e.g. the **Kintab Artists Group** of Naga City) to energize our thrust towards community awareness. Our campaigns shall include exposure in broadcast media (e.g., radio stations) print (e.g., commercial publications) and social media platforms. These awareness activities will culminate in Edit-a-Thons, digitization of artwork, uploads of photographs and CC-by-SA material to WM Commons, and contributions to Wikipedia.

Activity 2: We shall reach out to other Wikimedia communities and Wikimedia language groups in Philippine provinces and the National Capital Region for opportunities to collaborate, co-brand and render material support with their suggested campaigns. In the startup phase, we envision reaching out to three communities, namely in Mindanao, Pangasinan (Luzon) and Hiligaynon-speaking provinces (Western Visayas).

Activity 3: We shall reach out to Heritage Conservation groups, Advocacy Groups, National Interest Groups, to provide PhilWiki with the required expertise and interest outside the provincial borders of Naga City and Camarines Sur, thus we can provide other Wikimedia communities with logistical support, material and technical resources (internet connectivity, computers, printed materials, meals and transportation) and establish mutually beneficial relationships.

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