

Igbo Wikimedians User Group's Strategic Plan

This is the strategic plan of the Igbo Wikimedians User Group. It's a live and editable document and can be improved and adjusted at any point in time.

Background

The Igbo Wikimedians is a group of Wikimedians that are committed to working on various wiki projects related to Igbo language and culture. The group is open to collaborations with other organizations to promote Igbo language. It is an open membership group available to anyone that is literate in Igbo language at any level.

Mission

The mission of the Igbo Wikimedians user group is to promote the creation and growth of free, high-quality content about the Igbo language and culture on Wikimedia projects and making it openly accessible.

Vision

The vision of the Igbo Wikimedians user group is to be a leading force in the promotion of Igbo language and culture on the internet and sharing openly accessible knowledge in Igbo language.

Theory of change

Challenges

- Low representation of the Igbo Language on the internet.
- The Igbo Language is endangered.
- Low capacity/skills of the target community.
- Lack of trust on the reliability of Wikipedia across the South East
- Low representation of the Igbo Language on Wikimedia projects.
- **The lack of formal recognition and incentives for Igbo language educators and students contributes to dwindling interest and engagement.**

Solution

- Organizing edit-a-thons to increase the number of articles on existing Igbo projects on how to contribute to Wikimedia projects.
- Conducting outreach events to promote the awareness of the Igbo Wikipedia and other Wikimedia projects.
- Mentoring and improving the skills of existing community members.
- Collaborating with other organizations to promote the Igbo language and culture.



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- Partnering with tertiary institutions to introduce Wikimedia in Education(Wikiquote, Wikipedia, Wiktionary, Wikisource)
- Training new editors.
- **Instituting annual Igbo language awards aims to motivate educators and students, thereby bolstering participation and investment in the Igbo language and its related Wikimedia projects.**

The Igbo Wikimedians user group believes that by increasing the amount of high-quality content about the Igbo language and culture on Wikimedia projects, they can help to:

- Increase awareness of the Igbo language and culture around the world.
- Promote understanding and appreciation of the Igbo language and culture.
- Empower Igbo people to share their stories and experiences.
- Document the Igbo language and culture for future generations.
- Inspire a younger generation to become active contributors to Igbo language and culture.

Goals

The Igbo Wikimedians user group has set the following goals for 2025:

- Introduce Wikimedia projects to more Igbo people that are literate in the Igbo language at any level to increase the number of articles about the Igbo language and culture on the Igbo Wikipedia by 10%.
- increase the number of active contributors to the Igbo Wikipedia by 5%.
- Mentor and improve skills of community members
- Work towards the growth and development of other Igbo language Wikimedia projects.
- Organize at least 5 outreach events to promote the Igbo Wikipedia and other Wikimedia projects.
- Revise and update our training program for Igbo Wikipedia contributors.
- Cooperate with local authorities, organizations and individuals to promote free knowledge through Wikimedia projects.

Strategies

The Igbo Wikimedians user group will use the following strategies to achieve its goals:

- Partner with educational institutions and other organizations to promote the Igbo Wikipedia, Wikidata, and Wikisource.
- Conduct outreach events in Igbo communities around the world.
- Develop new resources to make it easier for people to contribute to the Igbo Wikipedia.
- Provide training and support to Igbo Wikipedia contributors.



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- Organize edit-a-thons to increase the number of articles on the Igbo projects.
- Train new editors on how to contribute to Wikimedia projects.
- Collaborate with other organizations to promote the Igbo language and culture.
- Partner with tertiary institutions to introduce Wikimedia in Education while recruiting more young people.
- Community development and cohesion through mentorship and skills improvement to ensure sustainable growth.
- Incorporate the Igbo language awards into our outreach events or training programmes as a strategic initiative to encourage participation and boost the profile of Igbo language and culture.

Metrics

The Igbo Wikimedians user group will track the following metrics to measure its progress towards its goals:

- Number of articles on the Igbo Wikipedia.
- Number of active contributors to the Igbo Wikipedia and other Igbo projects.
- Number of outreach events organized.
- Number of social media followers, and engagements.
- Number of university clubs activated.
- Number of people trained on how to contribute to the Igbo Wikipedia.
- Track the influence of the Igbo language awards on engagement levels with Igbo Wikipedia and other Igbo Wikimedia projects among teachers and students.

Budget

The Igbo Wikimedians user group has a budget of \$81,000 for 2025. This budget will be used to cover the costs of:

- Programs
- Administrative activities (Software licenses, Training materials, Website hosting)
- Micro Grants
- Hub activities
- Event expenses (venue rental, food, transportation, etc.)
- Communication
- Community Development
- Igbo Language Awards (Trophies, Certificates, prizes, Media and publicity)



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Timeline

The Igbo Wikimedians user group will implement its strategic plan over the course of 2025 and beyond. The specific activities and timelines are detailed in the annual work plan below.

Evaluation

The Igbo Wikimedians user group will regularly evaluate its progress towards its goals. The evaluation results will be used to adjust the strategic plan as needed.

Sustainability

The Igbo Wikimedians user group is committed to sustainability. The strategic plan includes strategies to ensure that the user group can continue to operate and achieve its goals in the long term.



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Annual Plan for Igbo Wikimedians User Group 2025

Q1: January - March

- **Outreach Events:** Organize 2 events to introduce Wikimedia projects in Igbo-speaking regions.
- **Training:** Conduct a beginner editor workshop to onboard 30 new contributors.
- **Edit-a-thons:** Focus on creating and improving 1000 articles on Igbo Wikipedia.

Q2: April - June

- **Mentorship Programs:** Pair 10 experienced editors with new contributors to improve skills and retention.
- **Educational Partnerships:** Collaborate with 2 tertiary institutions to introduce "Wikimedia in Education" initiatives.
- **Social Media Campaigns:** Launch monthly campaigns to engage 200 new followers.

Q3: July - September

- **Community Development:** Host 1 community meetup to foster collaboration and cohesion.
- **Content Development:** Increase content on Igbo Wikisource and Wikidata.
- **Recognition Programs:** Announce and promote Igbo Language Awards categories for 2025.

Q4: October - December

- **Annual Awards:** Host the Igbo Language Awards to celebrate top contributors and educators.
- **Evaluation:** Analyze annual metrics (e.g., articles created, contributors trained, engagement levels).
- **Strategic Planning:** Refine plans for 2026 based on lessons learned.



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Goals for 2025

1. Increase Igbo Wikipedia articles by 15%.
2. Grow active contributors by 10%.
3. Expand outreach to 300 new individuals.
4. Collaborate with 2 new educational or cultural institutions.
5. Implement at least 6 training sessions.

Metrics for Success

- Number of articles and multimedia files added to Igbo projects.
- Engagement via social media and training sessions.
- Feedback from participants and partners.



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