

Mission: To enrich Arabic content on the web and to reduce the chasm between Arabic and other languages content in order to break down language barrier between Arab nation and global knowledge.

Vision: To be the leading provider of high-quality Arabic content on the web.

Environmental scan:

- The demand for Arabic content is growing, as more and more people in the Arab world are using the internet.
- There is a shortage of high-quality Arabic content, which creates an opportunity for our association.
- There are a number of other organizations that are working to improve Arabic content, but our association can differentiate itself by focusing on high quality and engaging content.
- Arabic content is often not reliable due to a lack of fact-checking and editing.

Internal analysis:

- Our association has a strong team of volunteers who are passionate about improving Arabic content.
- We have a good reputation in the Arabic content community.
- We have a limited budget, but we are willing to work hard to achieve our goals.

Strategic goals:

- Increase the amount of high-quality, reliable Arabic content on the web.
- Reduce the language barrier between the Arab world and the global community.
- Make Arabic content more accessible to people of all ages and abilities.

Strategies:

- Translate high-quality content from other languages into Arabic, such as Wikipedia articles.
- Create original Arabic content in a variety of formats, including text, audio, and video.
- Partner with other organizations that can help in improving Arabic content.
- Develop educational resources to help people learn about Arabic content.
- Promote Arabic content through social media and other channels.
- Contact professional people in various knowledge fields to contribute in creating original Arabic content.

- Attract people close to knowledge, such as students and teachers, to contribute to our association.
- Establish a fact-checking team to ensure that all of our content is reliable.

Resources needed:

- Funding
- Volunteers
- Technical expertise
- Partnerships

Timeline:

- Short-term (1-2 years):
 - Translate 1,500 Wikipedia articles from other languages into Arabic, including Wikipedia articles.
 - Record some important articles to be hearable.
- Medium-term (3-5 years):
 - Create entertaining videos from Wikipedia articles.
 - Create 100 original Arabic content pieces, such as articles, videos, and podcasts that are informative, engaging, and accessible to a wide audience.
 - Establish a network of professional people in various knowledge fields who are willing to contribute in creating original Arabic content.
 - Attract 1000 people close to knowledge to contribute to our association.
- Long-term (5+ years):
 - Become the leading provider of high-quality Arabic content on the web, with a focus on accessibility and usability.

Measurement and adjustments:

- Track the amount of Arabic content on the web.
- Survey users to get feedback on the quality and accessibility of Arabic content.
- Make adjustments to strategies as needed.