IGBO WIKIMEDIANS USER GROUP
RC: 190305

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.

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.
- Partnering with tertiary institutions to introduce Wikimedia in Education(Wikiquote, Wikipedia, Wiktionary, Wikisource)

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- Training new editors.

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.
- 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)

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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Igbo Wikimedians User Group – Annual Plan 2026

Q1: January – March

Public Advocacy Kick-off

- Host **advocacy launch event** with state ministries of education in at least 2 Igbo-speaking states.
- Begin **"Stop Punishing Igbo" campaign** in schools to align with Nigeria's 2022 LOI policy.
- Develop and distribute **advocacy toolkits** (policy briefs, posters, infographics) to teachers and administrators.
- Host an **IG Grant Awareness Session (Webinar)** to empower community members to seek funding for their initiatives.

Training & Capacity Building

- Conduct **IG Capacity Building and Training** sessions for new and existing editors.
- Begin onboarding new editors through the **Mastering Wiki Tools for Effective Contribution (Bi-Monthly Webinar)**.

Content Creation & Community Health

- Continue to organise the **IWUG 72 Hours Marathon Edit-a-thon** focused on Igbo Wikipedia and a Translate Wiki Clean-up.

Training & Mentorship

- Conduct a **teacher awareness symposium** to train 100 teachers on Igbo language instruction.
- Begin onboarding **30 new editors** through an Igbo Wikipedia training session.

Q2: April – June

School & Student Engagement

- Establish **Igbo Wiki Fan Clubs** in at least 5 schools across the South East.

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- Organize **student-focused edit-a-thons** (Igbo Wiki Fan Club + Igbo Wikipedia) with at least 500 articles improved/created.
- Organize the **Asọmpi Okwu Narị Abụọ (Igbo WikiQuote 200 Quotes Challenge)** as an edit-a-thon/contest

- Initiate a Partnership/Collaboration Call with tertiary institutions and cultural organizations.

Hackathon (Wiki Mentor Africa component)

- Host the 3rd edition of the virtual **Wikimedia Hackathon** with 400 participants (developers, designers, and Wikimedians) and 5 satellite events.

- Focus on **tools and resources** for Africa-related content: spell-checkers, text-to-speech, Wikidata bots, etc.

- Offer **mentorship for young developers** to connect them with Wikimedia's global technical community.

Campaigns & Visibility:

- Launch the **IG WikiVibrance Campaign** to promote diverse and vibrant content.

- Host the **IG Wiki For Sustainable Future** to document relevant topics in Igbo.

Q3: July – September

Policy Engagement

- Organise **advocacy symposiums in the remaining 3 Igbo-speaking states** to reach all five.

- Secure **public commitments from state commissioners of education** to enforce LOI implementation.

Flagship Event:

- **Host Igbo Wiki Days 2026.** This multi-day virtual workshop is the cornerstone of our year, designed to:
    - Build the capacity of new and existing editors across all sister projects.
    - Implement a Mentor-Mentee initiative, pairing experienced Wikimedians with newcomers.

- Strengthen advocacy for the Igbo language through dedicated sessions.
- All sessions will be held in both English and Igbo.

Community Development

- Host **1 community meetup** to foster collaboration among advocates, teachers, and Wikimedia contributors.
- Expand partnerships with **2 tertiary institutions** to integrate Wikimedia in education.
- Host a **Conference Experience Sharing Session** for members who attended Wikimedia events to share knowledge.
- Expand partnerships through a focused **Partnership Call**.

Content Growth

- Improve Igbo Wikipedia, Wikidata items, and Igbo Wikisource with content relevant to education and advocacy.
- Organize the **Asọmpi Mkpụrụokwu Narị Abụọ (Igbo Wiktionary 200 Words Challenge)**.
- Run the **IG #SheSaid** and **Feminism and Folklore campaigns** to address content gaps.

Q4: October – December

Annual Awards & Recognition

- Recognize outstanding contributions from **community members.**
- Organize the **Scholarship Session & Wikimedian of the Year Announcement (Webinar**).
- Recognize outstanding contributors from all annual campaigns and contests.

Evaluation & Sustainability

- Measure advocacy success (policies adopted, teachers reached, Igbo Wiki Fan clubs sustained).
- Track Wikimedia metrics (articles created, contributors retained, content added).

- Host the **IWUG Year in Review (Interactive Session)** to evaluate the year's successes and lessons.
- Measure advocacy, content, and community growth metrics.
- Develop a strategic **plan for 2027** to expand advocacy beyond schools into **media and cultural institutions**.

Continuous Engagement:

- Ig Micro-Grant Support for Community Members
- Celebrate the General Wikimedia Anniversary.
- Host an International Translation Day (Webinar).
- IG Workshop and Webinar Series

Goals for 2026

1. **Policy & Advocacy**
    - Ensure at least **3 states officially enforce** the LOI policy against punishing students for speaking Igbo.
    - Reach **500 teachers** through awareness campaigns.
2. **Community Growth**
    - Establish **5 Igbo Wiki Fan Clubs** with active student engagement.
    - Onboard and retain 50+ new editors through targeted campaigns and the mentor-mentee program.
    - Increase Igbo Wikipedia articles by **20%.**
    - Grow active contributors by **15%.**
    - Grow active Experienced Wikimedians /Trainers by **10%**
3. **Content Growth:**
    - Increase Igbo Wikipedia articles by 20%.
    - Significantly expand sister projects: Add 200+ words to Wiktionary and 200+ quotes to WikiQuote.

- Improve content quality through systematic clean-up efforts and photo campaigns (#WPWP).

4. **Capacity Building:**
   - Train 100+ members on essential Wikimedia tools, grants, and technical integrations (Wikifunctions, CapX).

5. **Technical Development**

   - Host **1 hackathon** with at least **3 working prototypes/tools** for Wikimedia projects.

6. **Visibility & Partnerships**

   - Partner with **2 tertiary institutions** and **5 primary schools**.

   - Run **quarterly advocacy campaigns** (radio, social media, school outreach).

Metrics for Success

- **Advocacy**: Number of states adopting/enforcing LOI policy, number of teachers trained, school-level changes observed.

- **Content**: Articles, Wikidata items, and resources added in Igbo.

- **Capacity Building:** Number of training sessions held; number of participants trained; number of mentor-mentee pairs formed.

- **Community:** Number of new editors registered; number of active contributors retained after 3 months; participation rates in edit-a-thons and webinars.

- **Technical:** Hackathon outcomes (tools developed, participants engaged in Wikimedia tech projects).

- **Visibility**: Media mentions, campaign reach, social media growth.