



## AfroCROWD Strategic Plan: 2022-2025

*Before delving into our strategic planning, [please allow us to introduce ourselves with this 55 second presentation of our work in the Wikimedia Movement.](#)*

AfroCROWD remains committed to bridging the digital divide by championing people of African descent on Wikipedia and Wikimedia projects through content amplification and editorship training; increasing engagement with Wiki technology among BIPOC communities internationally.

Millions worldwide are struggling to navigate barriers created by the realities of pandemic lockdowns and restrictions as well as ongoing racial and political tensions. Within the search for answers, AfroCROWD recognizes unique opportunities to foster community during this time of profound disconnect.

Whether it's:

- working with **Microsoft or Access Now** to address barriers to internet access and safety in the Caribbean
- documenting the Black experience during Covid 19 lockdown (on which we presented at **Wikimania 2021**)
- preserving indigenous languages and those of the African Diaspora in partnership with the **National Science Foundation**
- Increasing our visibility in the **LGBTQ** community
- sharing knowledge at Wikimania or **Mozilla Festival** or **Wiki INDABA** or
- sharing resources to help establish and support award-winning programs

Our comprehensive plan for the next three years will embrace the new realities of work from home and online communities as pathways to stronger global partnerships and outreach.



Over this period we will be focusing on the following priority areas informed by our strengths, especially as they align with the Wikimedia Foundation's **2030 Movement Strategy**

**Recommendations to::**

1. Increase the **Sustainability** of Our Movement
2. Invest in **Skills and Leadership** Development
3. Improve **User Experience**
4. Manage **Internal Knowledge**
5. Provide for **Safety and Inclusion**
6. Identify **Topics for Impact**
7. Ensure **Equity in Decision-making**
8. **Innovate** in Free Knowledge
9. Coordinate Across **Stakeholders**
10. Evaluate, Iterate, and Adapt: **EIA**

**Below we have identified these elements of strength and associated planning:**

**Increasing contributions:** In the coming years we will focus more specifically on adding contributions to Wikimedia Commons and WikiData as well as pages related to the African Diaspora, HBCUs, the Black LGBTQ community, and contributions of people of African descent, especially women, in international organizations and contexts.

**Increasing participants and contributors:** On average over 50% of AfroCROWD's participants are new Wikipedia editors. We want to continue in this area.

**Growing new partnerships with GLAM, academia, and international organizations:** In 2021, AfroCROWD worked with diverse partners across GLAM, academia, international organizations and within the Wikimedia community. We want to continue to develop and strengthen our relationships with these kinds of institutions with an eye aimed also at grassroots collaborations in more underserved communities.

**Exploring contributions to Wikimedia Commons:** In this same period, AfroCROWD participants uploaded hundreds of images to Wikimedia Commons (773). This year we will expand our scope to include video, recordings of oral knowledge and other audio.



**Expanding outreach efforts / spreading awareness of the African Diaspora:** Off-Wiki, AfroCROWD is steadily growing in following with more than 7,670 followers between our mailing list and growing social media followers (3,870). Our key priorities here are to:

- Allocate more resources to promoting our events in the African Diaspora and with partners
- Highlight opportunities and trends within the Wikimedia movement
- Champion associated efforts in diversity, inclusion and identity in the Wikimedia groups and projects (e.g. gender, LGBTQ, indigenous communities, linguistic, human rights, diasporic)

**Closing the Digital Divide:** Finally, we will work with underserved communities and those in low income housing to break down barriers of inequity by teaching technological skills that create gateways to engagement with Wikimedia projects. We wish to grow the meaning of open source to truly include access for communities for whom the challenges may be skills related.

It is a great time to work together, to continue work that creates equal opportunities for people of color to contribute, share and preserve knowledge through public platforms like Wikipedia, Wikimedia etc; enriching and documenting the history of the world as it unfolds.