

June 2015

## Wiki Education Foundation Director of Programs

***The Wiki Education Foundation is seeking an analytical, strategic and innovative leader to direct the program team in achieving high programmatic impact while helping design of the long-term strategy and scalability for the Foundation's current and future programs.***

### **BACKGROUND**

[The Wiki Education Foundation](#), located in the Presidio in San Francisco, supports innovative uses of Wikipedia and related projects in communities of teaching, learning, and inquiry in the United States and Canada. The Foundation aims to improve the breadth, scope and quality of Wikipedia content; enhance student information fluency; and increase the number and diversity of contributors to the free knowledge movement by engaging educators, researchers and students.

The Wiki Education Foundation (Wiki Ed) serves as the bridge between academia and Wikipedia and runs programs that seek to build connections between universities and Wikipedia in the US and Canada (the "Classroom Project"). Since 2010, more than 300 university instructors participating in the program have assigned students to contribute course-related content to Wikipedia. Students gain key 21st century skills including media literacy, writing and research development, and critical thinking, while content gaps on Wikipedia are filled as a result of students' contributions. Wiki Ed holds a deep belief that Wikipedia belongs in education and is committed to make this happen at even more institutes of higher education. Formed in 2013, Wiki Ed is a 501(c)3 organization that was spun off from the Wikimedia Foundation.

Wiki Ed's programs deliver results that positively affect millions of Wikipedia readers, while engaging thousands of students each term in innovative assignments. They have helped hundreds of instructors to design courses that empower students to contribute to public knowledge. In a single term 69 million people read the Wikipedia articles students have edited. Students have donated the equivalent of 28 volumes of a printed encyclopedia to the world, thus far.

In 2016, Wiki Ed will launch an unprecedented initiative to communicate science to the public. By connecting the knowledge of universities to the publishing power of Wikipedia, the initiative will increase public understanding of science, engage students in science communication, and create a lasting contribution accessible to millions of readers. The project is in the nascent stages, but Wiki Ed has begun developing relationships with scientific associations and universities, and is engaged in other forms of outreach. There is more work to be done.

Wiki Ed is seeking a leader who has the ingenuity and creativity to take both existing programs and new initiatives to the next level. The Director of Programs will direct the program team to achieve high programmatic impact while also driving long-term strategic vision of the Foundations programmatic work. They seek a big-picture thinker who can identify ways to innovate the way they work to increase impact.

The Wiki Education Foundation is thriving and has had excellent results and proven impact in its program areas. The organization has a staff of 13 and is expected to grow to 20 this next year. Its operating budget for the fiscal year ending June 2015 is approximately \$2.1M with plans to increase the budget for FY2015/16 to \$3.7M.

#### **DIRECTOR OF PROGRAM'S RESPONSIBILITIES:**

The Director of Programs four key areas of responsibility and desired qualifications are:

- Oversee key program – ensure that Wiki Ed's Classroom Program is on track: instructors and students get top notch support that makes them confident contributors of quality content on Wikipedia; Wikipedia's community of long-term contributors is supportive of Wiki Ed's programmatic activities and feels heard and understood whenever problems arise.
- Lead recruitment work – direct the Outreach team in building effective relationships with academic institutions, associations, and others who would be supportive of contributions resulting in better Wikipedia content quality. The Director will take an analytical approach to the effectiveness of all of the recruitment and make data-driven determinations on its effectiveness, recommendations to shift course, or to allocate more resources enabling programs to scale;
- Community Engagement – Develop and implement a strategy to promote ways for individuals and institutions of higher education to actively support Wikipedia editors in their efforts to improve article quality. The Director will oversee an emerging visiting scholars program at universities, giving students access to resources through scientific libraries and evaluate its effectiveness. It's imagined that in the first year there will be 20 visiting scholars.
- Efficiencies – Working with the Director of Programs Support, the Director will collaborate and advise on ways for replacing staff intervention with building tools for "hands-off" technical support for all programs, freeing up resources to allow programs to scale. This requires someone who takes an analytical and strategic approach to the effectiveness and can understand the nuances and complexities of the training and support needed.

#### **ONGOING:**

- Thoroughly understand the Wiki Education Foundation – its values, history, culture, traditions, communities, programs, personalities, constituencies and governance structure; understand its base of financial support;
- Develop relationships with and secure the trust and confidence of the Executive Director, key funders, board members, staff, universities, associations, affinity groups, etc

#### **IDEAL EXPERIENCE:**

Candidates should have the following type of experience and qualifications:

- 10+ years of relevant experience, including a proven track record of leading programs that result in measurable impact; experience in using data/metrics to inform evaluation and recommendations;
- Deep knowledge of the US or Canada higher education system and the structures within academia, including instructors, librarians and other learning support staff;
- Demonstrated ability to build strong, relevant external partners and relationships;
- An ability to manage and develop a small but growing team; a collaborative style;
- A solid easy communication, both verbally and in writing; comfortable in presenting to diverse groups large and small.

### **PERSONAL CHARACTERISTICS**

The successful candidate should be:

- A mission-driven individual with an understanding of, belief in and commitment to the benefits of the free exchange of information; a passion for communicating how these principles are important in our world; an ability to communicate that passion without losing focus;
- Intellectually curious and flexible; a lifelong learner;
- One who enjoys tackling complex, sometimes ambiguous problems; solutions-oriented;
- An independent and open-minded individual who values and appreciates diversity, input and collaboration from various constituencies in a non-defensive manner; comfortable receiving high-context, detailed input from many sources;
- Comfortable working in a highly transparent fashion; a proactive, candid communicator who wants people to know what he/she is doing; a good listener and strategist;
- Self-directed with a high energy level; a "get it done" attitude, always staying focused on the end goal;
- Emotionally mature and self-reliant; someone who will thrive working in a small, collaborative, collegial environment; a sense of humor.

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