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Critical Path / Foundational Elements - Newbies

- WikiNeighbour / Ambassador invites / welcomes New User
 - Opening Message:
 - What WikiEd is / goals, etc. - vibrant community, etc.
 - Ask question: what do you want to do / contribute? To WikiEd...
 - WikiEd navigation is not intuitive at this time ~ it's a Work-in-Progress
 - Governed by community (identify these attributes)
 - Provide info about Main Points of CC-BY-SA licensing, requirements and obligations, etc.
 - Various resources available (listed below' news, wishlist, etc.)
 - As WikiNeighbour / Ambassador – I recommend that you begin with your User Page (use this template)
 -
- New User:
 - creates his / her User Page
 - other people in the community welcome him / her (i.e., greetings, or by physically fixing up his /her user page; guiding to tutorials, general facilitation and problem-solving)
 - Uses tutorials – make sure they're “friendly”, including screenshots
 - Completes User Survey (for Newbie Account Holders)
 - Facilitated by WikiNeighbour / Ambassador (maintaining, strengthening relationship)
- Messaging (Direct & Indirect)
 - Direct messaging =
 - text and multimedia (including graphical content) on the wiki.
 - The vision and mission of WikiEd in general, and to specific target audiences
 - Indirect messaging =
 - The User experience (including navigation, graphics, etc.) – often this can be more powerful than direct messaging, particularly in terms of user adoption and behaviour
 - how the person perceives the experience of using the wiki, how they 'feel', or 'think' about it before, during and after...

Tech/Low-Tech Differentiators among Newbies

- Newbies – non-techie – focus on networking, sharing and knowledge-exchange attributes of WikiEd
- Newbie – techie – increased focus more on WikiEd technical capabilities (including templates)
- FAQs – need to be updated on ongoing basis
 - General / Overview
 - Technical
 - Other
- Organizing Structure of Files etc.
 - these will change over time – and become intuitive - especially as people develop their skills
 - however, there needs to be some order to the overall organization
- Connections – help people connect to each other by interest, project or simple networking

Stakeholders

- [WikiEducator Advisory Board Members](#)
 - Erik Moeller
 - Nicholas Kimolo
 - Steve Foerster
 - Brent Simpson
 - Savithri Singh
- Otago Polytechnic
 - Leigh Blackall - , AUG. 2007
- [College of the Rockies](#)
 - Dr. Nick Rubidge, College of the Rockies President and CEO
 - Gina Bennett, College of the Rockies' eLearning Specialist and author of the learning material donated by the College - , SEPT 2007
- [Community Portal Page](#)
 - projects - ongoing (project leaders)
 - projects - dormant (project leaders)
- COL Education Specialists

- [Frances Ferreira](#) - info gathering on secondary education communities (in Africa) - ✓ - 11, 2007
- Joshua Mallett - ✓ - AUG. 15, 2007
- Mohan Menon - ✓ - SEPT. 07
- Krishn Alluri - ✓ - AUG. 15, 2007
- Tanyss Munro, - ✓ - AUG. 15, 2007
- Other - Helena Fehr - ✓ - AUG. 15, 2007
- WikiAmbassadors
 - Steve Foerster (also advisory board member) - DONE - AUG. 29, 2007
- [Free Textbook Project](#)
- ** Leaders
- One Laptop Per Child
 - Samuel Klein
 - Mel Chuo
- UNESCO
 - Jean Claude Dauphin
 - Susan D'Antoni
 - CCNC developers - module coordinator, developers
- Selected participants from non-commonwealth countries
 - Werner Westermann (Chile)
 - Gunter Osswald (aka White Eagle) - Germany

Other Stakeholders

- Groups that form around / support WikiEducator Initiatives (this also includes individuals from within the groups, who perform specific roles (i.e., Librarians / Information Science)
- VUSSC
- MSU Global
- Otago Polytechnic
- Community Relationships - OER Projects
 - Wikipedia
 - Wikiversity
- International / National Agencies
 - UNESCO, CIDA
- Teachers / Educators / Tutors
 - primary
 - secondary (world, Africa)
 - tertiary
 - vocational
 - student support tutors
- Course Writers / Instructional Designers
- Management - Open Schools
- Researchers

- Policy Makers
- Students / Learners

Stakeholder Interviews

(Editor's note: to keep the community apprised of the progress of this project, excerpts of these interviews will be available at the [Interviews](#) page.

WikiEducator Roles

(see [Roles](#))

WikiEducator Ambassador

A WikiEducator Ambassador is a person who believes in the value of WikiEducator, and promotes WikiEducator as a platform for free educational resources, collaborative development and global network-building - connected to their own institution, community, peers, or even within their own [country](#). *It is a person who shows leadership behaviour, but does not necessarily have to be in a formal leadership position.* For more info, click [here](#).

Messaging Note:

- Everyone IS a WikiAmbassador – at any level
- All contributions count, regardless of what you do in your current job or role (re: comment by [Gunter Osswald ~ WhiteEagle](#))
- WikiAmbassadors share info / support others

WikiEducator Neighbour

- A WikiNeighbour is a person who takes the initiative to introduce themselves to their new neighbours. They help orient new and other neighbours to the neighbourhood, and the latest news and events, and they support each other in building the WikiEducator community - whether it be technical tips, finding content, or simply extending a warm WikiEducator Welcome (WWW)! For more info, click [here](#).

Wiki Facilitators

Educators

Formal Educators

Informal Educators

Policy Makers

Instructional / Learning Designers

- these individuals assist with the development of the curriculum. They validate and improve the quality of the learning activities. They can also be influential champions of the benefits of donating materials to WikiEducator, on behalf of their clients and/or institutions. (Ed. note: this is how WikiEd received the [donation](#) of math and English lessons from the College of the Rockies).

Technical / Wiki Experts

- these individuals convert the draft curriculum into wiki format (perhaps using the online [html2wiki](#) converter)

User Interface Designers

Multimedia Designers

WikiEd Users

- these people validate the accuracy and quality of the tutorial material.

Learners

- these people provide input and feedback on the appropriateness of the learning materials.

Editors

- these individuals provide editing expertise so that the lesson plans, tutorials and supplementary materials communicate clearly and effectively.

News Reporter

- a journalism school person - to keep the [WikiEducator News](#) page up to date

Key Messages

General

(also see Frequently-Asked Questions - <http://www.wikieducator.org/FAQs>)

- Vision Statement
- Why is this different?
- How are you doing this?
- Tell me about Copyright - CC-BY-SA - in easy-to-understand language
- Open Educational Resources
- Who are the Wikipedians?
- Who are WikiEducators?
- What do you want from me? (and how can I get up to speed...)
- What's in it for me?
- What's the buzz about collaborative authoring?
- What's the role of the Commonwealth or Learning?
- How is my contribution recognized...
-

Specific

- WikiEducator's vision/mission and philosophical foundation
 - very cool, and great to be affiliated with...
 - a dynamic, evolving and exciting 'work-in-progress'
 - Rapid growth of WikiEd nodes, projects, accomplishments and achievements, countries, user pages, etc.
- The focus on developing countries in the Commonwealth, especially Africa
 - secondary education - Africa as a priority
 - other education
 - my educational legacy
- The January 2008 launch of Learning4Content workshops for 53 Commonwealth countries (based on FLOSS4EDU workshops and OER Workshop Toolkit) + gender focus
- **The advantages and benefits of:**
 - Open Educational Resources which is embraced by the Free Culture Movement The Free Culture Movement
 - Open Licensing (i.e., CC-BY-SA)
 - greater security (as compared with WikiSpaces and other private offerings)
 - branding dedicated page nodes within WikiEd
 - A collaborative and accelerated development platform & tool for formal educators & informal educators (i.e., people who have something to teach);
 - availability of free and open source software tool, with embedded instructional

design prompts - eXe

- a forum for sharing lesson plans, educational materials and building connections
- a workspace
- a place where I can achieve my goals - with support from other individuals, teams, groups, etc.
- part of the 'social responsibility mix'
- The Commonwealth connection (COL is a leader in Open and Distance Learning expertise and educational networks)
 - COL can utilise and leverage its influence in support of WikiEd, particularly at the government and policy level (i.e., 53 Commonwealth countries)
- The individuals, groups communities and institutional stakeholders already involved / segments
 - their vision, innovation, pride, passion, commitment
 - pioneering leadership
 - ability to effect change (i.e., make a difference, contribute to...)
 - ally in career development & build my reputation

WikiEd purpose (revised)

The WikiEducator is an evolving community intended for the collaborative:

- planning of education projects linked with the development of free content;
- development of free content on Wikieducator for e-learning;
- building cohesive and sustainable communities of support for educators;
- building of individual, group, community capacity
- work on building open education resources (OERs) on how to create OERs;
- networking on funding proposals developed as free content.

There is a distinction between "A community of support" and "Communities of Support". Overall, WikiEducator can be considered a "community of support" - however, over time, as educators develop content, they will develop sub-communities or 'communities-in-communities' where they will benefit from support from each other. Thus, "communities of support" seems more likely, particularly as WikiEducator evolves.

WikiEd Adoption Process

Newbies

Characteristics (overall):

- Consider themselves highly-competent in their area of expertise, and in other areas
- Low knowledge of technology

- Don't like feeling bad about their “inability” or perception of inability to master technology
- Little patience for staying with feelings of inadequacy

Traditional Experience

(note: based on observation ~ not a scientific study)

designed to build wiki-skills

- A trusted person tells them to visit WikiEducator – www.wikieducator.org
- Sends an opening note with many links, including Tutorial Information
- Tutorials are not user-friendly, or intuitive to use, or navigate

# of Times Visiting Wiki	Enthusiasm (High, Medium, Low)	Behaviour	What happens next?	Experience Statements
Never visited before	None ► High	<ul style="list-style-type: none"> Interested – takes time to listen to 'pitch' 	Listens to WikiEd value proposition	“Wow, sounds cool”
1	High ► Medium Medium ► Medium (stalls)	<ul style="list-style-type: none"> Makes time to visit WikiEd site Registers for WikiEd Account – doesn't know where to start... 	<ul style="list-style-type: none"> Reads WikiEd content, activities, etc. Begins to feel inadequate with using technology 	“How come I can't figure this out?”
2	Medium ► Low	<ul style="list-style-type: none"> Begins to get frustrated; feel incompetent 	Feeling worse, overwhelmed	“This sucks – it's too complicated.”
3	Low ► None	<ul style="list-style-type: none"> Frustration, anxiety becomes overwhelming 	Shuts down emotionally – not interested in using WikiEd	“I'm too busy – I don't have time for this.”

Different Experience ~ A Dialogue & Relationship-Building Activity

(designed to build confidence first, wiki-skills later)

- **A Dialogue to Build Confidence and Interest** - A trusted person invites Newbie to visit WikiEducator
- Trusted person (aka WikiNeighbour / WikiAmbassador) does the following:

Day	Trusted Person....	Instructions / Directions	Devices
1	<ul style="list-style-type: none"> ...sends Email #1 – short introductory email 	<ul style="list-style-type: none"> guides Newbie to specific pages within wiki – main page, recent changes, User Page asks for Newbie's feedback, area of interest(s). 	<ul style="list-style-type: none"> Email Embedded links
2	<ul style="list-style-type: none">sends Email #2 - (based on Newbie Feedback) --> a short list of instructions (i.e., logging on, creating his / her User Page, and Tutorial Information) <p>Note: send tutorials that are intuitive; if they are NOT user-friendly, then clearly explain that they are a work-in-progress.</p>	<p>Based on Newbie's feedback, TP:</p> <ul style="list-style-type: none"> asks User to create his/her User Page says: I'm a WikiNeighbour – “I will visit your page, to help you out.” asks for Newbie's feedback 	<ul style="list-style-type: none"> Email Embedded links <ul style="list-style-type: none"> Tutorials (intuitive, easy graphics, screenshots) Based on where person is at...
3	<ul style="list-style-type: none"> ...sends Email #3 – requesting feedback from Newbie – re: new skill development 	<p>Based on Newbie's feedback, TP:</p> <ul style="list-style-type: none"> asks User to visit “Recent Changes” page asks for Newbie's feedback 	<ul style="list-style-type: none"> Email Q&A Tutorial, Short video (pertaining to area of interest)
4	<ul style="list-style-type: none"> ...sends Email #4 - requesting feedback from Newbie – re: new skill development 	<p>Based on Newbie's feedback, TP:</p> <ul style="list-style-type: none"> asks User to visit “Community Portal” page Asks for Newbie's feedback 	<ul style="list-style-type: none"> Based on where person is at...
5	Etc.	Etc.	<ul style="list-style-type: none"> Etc.

In future, TP sends Newbie – Newbie Survey to complete....

Communications Materials

Case Studies

- Critical for institutional support

La Francophonie (Joshua Mallett)

Key Messages

- Migration from open to closed wiki
- Introduction of WikiEducator in French Commonwealth

Devices

- TBD

High School Physics Class (White Eagle)

Key Messages

- Use of WikiEducator in classroom teaching format
- Secondary School

Devices

- TBD

Email Correspondence

Email 1: Invitation / Request to Join WikiEd

Greetings!

I am involved in a really cool project, and I'd like to tell you about it. It's called WikiEducator, and it's a global effort to create free education resources – primarily for developing countries. The link is: www.wikieducator.org

I recall your interest/ excitement in XXXX – would you be interested in showing people how to do this?

We could teach you valuable wiki skills – for free(!) - to help you create a lesson plan on the wiki!

It would be a career-enhancing skill, and a great way to build your network. It would also connect you to an active community of educators (formal and informal) united by common values to make a difference!

Also, please take a look at our FAQ ~ <http://www.wikieducator.org/FAQs>

Looking forward to your feedback!

Randy

PS-1: Do you use Skype or one of the Instant Messenger Programs – what is your address?

PS-.2 A foundational element in WikiEducator is a User Page. Please visit my User Page: <http://www.wikieducator.org/User:Wikirandy>

Randy

Email 2: Follow-up

Greetings!

Glad to receive your feedback about WikiEducator. [It helps our community grow / Yes, your interests certainly have a home here.]

As I mentioned, there is free online training for learning wiki skills ~ you'll need them to develop

content on the wiki. It is available here: http://www.wikieducator.org/Wikieducator_tutorial.

My recommendation is for us to dialogue some more, before you start the online tutorial.

I can suggest a few activities to get rolling. First, please remember:

- There's lots going on in the wiki – let's try to learn the basics, and then do the advanced stuff;
 - There are many venues for discussion about what's going on in the wiki, including Google Groups; Wiki discussion pages; email, conferences, etc.
- WikiEducator is a “work-in-progress”– it is NOT the most intuitive or user-friendly technology out there. But it is very powerful, and fairly easy-to-learn the basic steps;
- The content you put on the wiki is public ~ so please don't put on anything that you don't want to see on the web, or does not belong to you. (This includes text and images);
- You are joining an active and dedicated community of people around the globe – who are passionately connected to education;

OK, that being said....

- Revisit WikiEducator's FAQ section – for an overview of WikiEd - <http://www.wikieducator.org/FAQs>
- Create a WikiEducator account – so you can add content http://www.wikieducator.org/Wikieducator_tutorial/Creating_an_Account/Show_me_how
 - choose your User Name
- Create Your User Page (you can click on your User Name in the top right hand corner, and you'll be linked to Your User Page)
 - listen to the following audio...
 - Click Edit, and type in some info about yourself
 - etc.
 - now, you're doing it!

...more to follow:

Learning4Content Workshops

Dear XXXX,

I am writing to inform you about an exciting project – called Learning4Content workshops - <http://www.wikieducator.org/Metawikieducator/Learning4Content>

Beginning in January 2008 (and facilitated by The Commonwealth of Learning), WikiEducator will begin a series of free wiki skills training workshops for each of the 53 Commonwealth countries.

Our goal is to train 2,500 people in wiki-skills around the globe, so we can achieve our goal of a free education curriculum by 2015.

In return for this free training, each person will commit to developing a lesson – on a course of their choice - on WikiEducator.

We are looking for individuals who are interested in:

- organizing WikiEducator skills training in their countries;
- attending a WikiEducator skills training course
- providing physical space for the skills training

To apply for admission, or for more information, please email Dr. Wayne Mackintosh, COL's Education Specialist, E-Learning & ICT Policy - <http://www.col.org/colweb/site/pid/3004> – wmackintosh@col.org

Yours sincerely,

Randy Fisher

WikiAmbassadors

- Everyone IS a WikiAmbassador – at any level
- All contributions count, regardless of what you do in your current job or role (re: comment by [Gunter Osswald ~ WhiteEagle](#))

- WikiAmbassadors share info / support others

Multimedia

- Graphics / Images
 - while video is a nice-to-have, how about using PhotoSets (or thumbnails) to guide the user through each step of how to get started. It can be a storyboard fashion, which linked together, can form a "movie-like" experience....
 - When doing 'how-to's - a person can script out what s/he wants, and then take some photos and upload them, to illustrate the “how-to”
 - Possible Image: Yin/Yang graphic - right brain / left brain, or even hands helping each other (i.e., handshake)
 - Use Visual Mapping Resources – see **Recommendations** below.
 - Faces of WikiEducator
- PhotoSets
 - ensure proper naming conventions, and storage (i.e., Wiki, Flickr – so other people can find themSlide / Storyboards Photo Sets (get permission / release)
- Slides / Storyboard - “Tell-a-Story”
 - a series of well-positioned slides accompanied by text can 'tell-a-story'
 - easy to do, minimum of technical effort – easy collaboration with WikiMaster
- Videos
 - Dedicated Audio/Video Placeholder Page - Audio/Video Library Page - http://www.wikieducator.org/AudioVideo_Library - ✓
 - mini-interviews with Newbies, FLOSS4ED & Learning4Content attendees
 - tag by country
 - incorporate these into future presentations
 - compelling vision / situation – Sir John voiceover
 - i.e., call to action reminiscent of AIDS videos; BCSPCA – Sara MacClaughlin)
- Use Videos to facilitate discussion / activities (i.e., 60 Minutes documentary “Shipbreakers, Bangladesh”)

Print-Based Materials

- Library of Messages - [Media:Library of Messages V1.0.pdf](#)
- Community Needs Analysis (DRAFT) - [Draft community needs analysis](#) - ✓
- Surveys - http://www.wikieducator.org/Community_building_project/Surveys - ✓
- Value Proposition / benefits
 - How does (or should) WikiEducator differentiate itself among similar initiatives, for (i.e.,

Curriki)

- WikiEd focus:
 - building capacity of educators while developing free content
 - high priority on quality of learning materials and develops tools to support quality processes
 - based on Distance Ed research and field experience
 - developing countries

Special Pages & Templates

- News - incorporate in other areas of wiki (i.e., front page, a blog, someone's user pages, etc.
 - http://www.wikieducator.org/Old_news ✓
- User page (WIP) [One Laptop Per Child has an interesting [template](#)]
- [AudioVideo Librarypage](#) – ✓
- [Wishlist](#) - ✓

Tutorials

Note about tutorials:

They have to be user-friendly – because they help the user build confidence while they are developing their skills. It's better that they're short and simple, and the content is easy to absorb, than long and pedantic. Recommendation: Use Graphics as much as possible to make it user-friendly. Remember, the medium is the message (some would say).

- Standardise headings
- Seek ways to communicate – Basic, Level II, Level III
- Put Show me how – in pictures, right after Introduction (pix. Jpg)
 - you can have Show me how – in video also, but farther to the right
- Use navigational arrows
 - to show process flow
- Create more white space – increase Font size and use bolding, etc.
- **Bold** Key Concepts
- Create a WikiEd Glossary

Recommendations & Community-Building Ideas

- **Understand adoption behaviour** – evolutionary phases of WikiEd adoption and integrate this into messaging.
 - Newbie Behaviour – addressed by Newbie Survey
 - Working as Individuals
 - Working as Teams
 - i.e., working on bigger project - [Climatechange](#)
 - [Working as Clusters Wikimania 2007 - Little Angel Program](#)

- **Design New Pages & Templates, including:**
 - a [Home Page & Country-specific template](#), including aggregation (i.e., my blogfeed, communities, etc.)
 - ensure that country links on the Community Portal page & Country page, are linked to their respective countries.
 - ensure that local folk from each country, update their own Country pages.
 - initial design focuses on "country content"; v2-migrates to portal content
 - put in copyright page, and welcome message
 - use lots of tables - good way to order info, and a neat 'graphic' - re: [FAQ](#) page
 - **develop Events Calendar – Learning4Content workshops**
 - could have its own page, or have an aggregate feed under each country (TBD)
 - could also be tied into News page
 - [Summer of Content - Ask a Question Box - on each country page](#)

- **Navigation & Graphics:**
 - Try to ensure a logical structure & linking for pages (WikiMaster)
 - intuitive, navigation and linkability (re: [SBeL](#), and others)
 - Ensure appropriate contact info - this includes email (even the language to write in the subject lines), phone number(s), availability, etc.
 - ~~Add Countries to main page Navigation Bar, and change Projects to Projects & Initiatives~~ - √ --[Wayne Mackintosh](#) 23:44, 17 September 2007 (CEST)
 - ensure link to [country list](#) (in development) in ~~navigation bars~~ (√ --[Wayne Mackintosh](#) 23:50, 17 September 2007 (CEST)), and portals

 - **Use graphical elements wherever possible**
 - Progress Dashboard
 - Tutorials ► Flowchart arrows on Tutorial Pages
 - Visual Mapping Resources
 - ► Process / Activity Maps
 - To identify Roles within the wiki – WikiNeighbour, Ambassador, etc.

 - **Tighten Up language on WikiEd tutorials -**
http://www.wikieducator.org/Wikieducator_tutorial

- **Progress / Integration Dashboards / Maps / Trees + Progress Indicator** - Curriculum,

Expertise (to be links on Community Portal)

- Compile List of Courses Desired
- Use Spreadsheet Convention – create maps on the fly
- Graphical elements – see Navigation & Graphics

•

- **Use Rapid Development Teams (WikiAmbassador + WikiMaster) when possible (future page)**
 - this is akin to a "buddy system" buddy system where a new user / member is teamed (electronically) with an experienced user / member who can answer queries / deal with issues, or at least act as a first port of call.
- **Identify, network and/or recruit people directly based on WikiEd needs** (i.e., individual or team approach; interest, project / opportunity and country)
 - Leverage community of educators (i.e., formal & informal; global, by country and by function)
 - Leverage collaborative creation / editing space

To Dos (by Priority)

To-Do's (as of October 11, 2007)	Priority	Complete? %?
<ul style="list-style-type: none"> Complete short paras on WikiEducator roles page (collaborate with Wayne Mackintosh)- pri-1 	1	√
<ul style="list-style-type: none"> Continue stakeholder interviews + put excerpts on Interview page 	1	√ - 70%
<ul style="list-style-type: none"> Develop Key messages 	1	√ - 70%
<ul style="list-style-type: none"> Post DRAFT Community Needs Analysis – also, define names for each column 	1	√ - 70%
<ul style="list-style-type: none"> Develop Surveys for Newbie Account Holders - <ul style="list-style-type: none"> Support WhiteEagle for High School Student Survey 	1	√ - 90%
<ul style="list-style-type: none"> Design Progress / Integration Dashboard <ul style="list-style-type: none"> compile list of courses linked to KPI's 	1	
<ul style="list-style-type: none"> Focus on WikiEd Wishlist development (or other name) 	2	
<ul style="list-style-type: none"> Tighten up language on WikiEd tutorials http://www.wikieducator.org/Wikieducator_tutorial 	1	
<ul style="list-style-type: none"> Check out BC Campus (poss. Nov. 2 conference) 	2	
<ul style="list-style-type: none"> Develop Messages for Case Studies - White Eagle, Joshua Mallett - TVET 	2	
<ul style="list-style-type: none"> Review Curriki - Strengths & Weaknesses 	3	

Website Links

- Frequently-Asked Questions - <http://www.wikieducator.org/FAQs>
 - Key Messages - http://www.wikieducator.org/Community_building_project/Communications_KeyMessages
 - **Community Building Project**
 - [Stakeholders](#)
 - [Project Communications](#)
 - [Interviews](#)
 - [Key Messages](#)
 - [Community_building_project/CaseStudies](#)
 - [AudioVideo_Library](#)
 - [Wikieducator FAQs](#)
 - [WikiEducator Wishlist](#)
 - [WikiEducator_Roles](#)
 - [WikiAmbassadors](#)
 - [Wikimaster](#)
 - [Surveys](#)
 - News (Archive) - http://www.wikieducator.org/Old_news
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- [OER Workshop toolkit](#)
 - [FLOSS4EDU Pacific Workshops](#)
 - [FLOSS4EDU - Community Building - Detailed Agenda](#)
 - [Learning4Content](#)
 - [WikiGovernance](#)
 - [List of Countries - WikiEducator Activities, Communities, Initiatives & WikiAmbassadors](#)