Program	Why?	Action	Why?	volunteer or body	CSO	CAO	G CM	It CM	PM	CIO	AA	Target Date	Expected Outputs	Expected Outcomes	Impact
												Who / **staff**			
Community Support	*increase participation *increase quality	Event Scholarships	Allow wikimedians to exchange with other wikimedians or people releveant about their prefered topic	Micro-grant committee			2.50%	2.50%			2.50%	over the year	4 events sponsored, 20 scholarships	support wikimedians who never attend a Wikimedia event in the past	increasing the active community in Switzerland by
		Micro-grant	empower wikimedians	Micro-grant committee			2.50%	2.50%					*10 request in the year	WMCH members and Wikimedians feeling that they are important and that the association support them	*5 differents requester from the three linguitic area
		Participation Support (Community Members participating at non-Wikimedia Events)	Collaboration with WMDE and the WMF to support wikimedians in attending non wikimedia events relevant for Wikimedia mission		5.00%								*5 request per swiss member *1 new chapter in the program	*spreading the word of Wikimedia in other movement *valorizing professional carrer of Wikimedians *distinction between volunteer and professional activity is better and more efficient *improved trust between Wikimedians	*5 request per swiss member *1 new chapter in the program
		Meetings (Wikipedia working groups often meet for collaborative working, Editathons, cooking for Food & Drinks portal etc.)	Assure the cohesion and the efficiency of the working groups Entertain and motivate our core Wikipedians as well as improve the quality of articles. Bringing Wikipedians together also offline in order to have a more active community.				10.00%	5.00%					*15 working group meetings *meetings every two weeks in Lugano *Summer Party in Zurich *Rencontre suisse romande *3 Edit Together	*More qualitative and various articles on Wikipedia. Fosters the exchange between Wikipedians/Wikimedians/WMCH. *Motivated Wikipedians. Strengthening of the spirit and the solidarity of the community.	*quaterly meeting for two working group *5 new peoples coming at least once a week in Meeting in Lugano *two new active working groups *x participants to the summer party *10 participants to Edit Together
		Trainings for trainers	*valorizing volunteers skills *certification trainings *professionalization of the training offer for Education and GLAM	Iolanda Pensa		5.00%	5.00%	2.50%					*creation of a test for certification	*valorization	*certification of 10 trainers
		Press / Multimedia Support (helping community members to get to events etc. to take pictures / videos - includes Staff time for getting press accreditation and money for travel support or renting equipment)	Supporting wikimedians by saving time and providing them an "institutional support" that can facilitate the contacts			5.00%	yes	yes					*24 accreditations requested	*empower the wikimedians *valorize the wikimedians skills	*18 accreditations obtained *3 wikimedians accredited for the first time
		Public domain project	supporting an initiative of wikimedians about public domain	Public Domain foundation			2.50%						*digitize 250 (without civilian) to 5'000 (with civilian) of the available 78 rpm recordings * 2'500 new uploads to Wikimedia Commons	added value of high-grade music files on Wikimedia Commons which can be used to enrich numerous articles on Wikipedia	
		Direct support to Wikimedians	*help wikimedians in day to day wikimedia life		yes	yes	5.00%	5.00%		5.00%			CM and CSO contact all members of the Swiss Project on Wikipedia	more request from wikimedians	*30% of members of the Swiss Project contact us directly
		Event to specifically attract female editors (format and details will be fixed after having attended the Diversity Conference in Germany in November), maybe in cooperation with an institution	We need to motivate swiss women to make sure to reduce the gender gap in wikipedia editors	working group Gender Gap		5.00%	5.00%						*3 events	In the longterm (with recurrent events that target female editors) raising the percentage of the female Wikipedian community in Switzerland	*More female editors which leads to more diversity in the Swiss Wikipedian Community *5 new actives female Wikimedia members
		wikipedia Exhibition - set up phase	The aim of the project is to contribute in organizing an exhibition related to Wikipedia. The project will not produce the exhibition but it will facilitate it and it will make sure the community is involved.	Iolanda Pensa (SUPSI)	yes								*application for a financial support for 2015 *contact with potential exhibition organizer (Neuchatel Museum of Ethnography)	*improved awareness about Wikipedia *improved WMCH visbility	*external funding received *exhibition held in 2015
		communicate about the resuage of wikipedia and Commons content	*valorize Wikimedians work		5.00%	5.00%	5.00%	2.50%					*flyers to explain the reusage of content *5public meetings *edition of pictures books from swiss Commonist	*improved the riht quoting of wikipedia articles and citation of wiimedians *improved awareness about the quality of wikimedians work	*50% of the newspapers contacted that anwser positively for a meeting *two thematic book of commons pictures
		WikiExpedition	*Document monument, landscape or building that are difficult to access *increasing reach in local population	Mauro Cassina				5.00%					*12 wikiexpedition	create an outreach in local areas and to be in contact with local cultural institutions	
		PhotoGroup	*Facilitate the work of wikimedia Photograph *improve efficiency of expense related to photography material	working group photo		5.00%							*buying one used camera and lenses for German part *3 Photo WG meetings *photo coverage of the Patrouille des Glaciers 2014		*5 new WMCH member
		Hackathon	*improved mediawiki	Tech Group			2.50%			20.00%		May 2014			
		Support To wikimedia Indonesia			yes										
		Support to new born chapters and chapters to be		Board						5.00%					
		Chapters collaboration and support		Board	yes					5.00%					
Offline Dissemination	Distribute wikipedia to those who have no access Create a strong basis of readers to create the good condition to build an editing community	Creation of online/printed guides targeting specific groups of potential users: guide for prisons, guide for computer experts, guide for NGOs, ... Motto: "Advert best practices"	improving the efficiency of the communication around Wikipedia Offline						5.00%				3 printed guides in English, German, French and Italian	Help organisation to integration offline solutions in their educational programs. More deployments, more users, more partnerships.	3 New partnerships with NGOs, internationalisation of the « Wikipedia in Jail » concept
		Attending non-tech (educational, humanitarian, ...) events	promote offline solution to a broader community						5.00%				*attending 4 non tech-events	finding new partner for the distribution of Offline solution	Avert Kiwix to more than 2000 people from humanitarians NGOs or Educational organisations.
		Continuing our current effort within the tech & Wikimedia communities: Hackathons, Linuxtag, Wikimania, etc.	improving the offline solution						5.00%				* attending/organizing 4 events	Improve tech collatboration	* Many usability issues fixed * Release clean ZIM file from a third part free content project (TED videos for example) * Recrut one more developer * Touch 300 hundreds tech people
		Sending an "Offline Package" to other Wikimedia chapters in order to promote the project within the wikimedia movement	improving the dissemination of the offline solution within the movement						2.50%				* 40 packages (pre-filled USB flashdrives, documentation, flyer/brochures, stickers, tee shirt) advertising our work for N chapters	More awareness within our movement regarding offline.	*50% of the chapters request more information and help to create their Offline activity *5 new overseas partnersip
		Creation of a professional offer including: hardware offer, deployment support, software development, content creation (ZIM files).	improving the sustainibility of the Offline offer						10.00%				Public product/service catalog for advertisement Internal product/service pricing strategy	More paying customers/partners. More deployments.	One paying partner/customer.
		Partnership development will focus on three targets: "Wikipedia in jail", NGO's, Afripedia	disseminate the offline solution, creating successfull case studies will help the other action of the program						20.00%				*central prison administration contacted *pursuing effort with Gorgier prison	More readers in prisons, start thinking transforming them in contributors.	* Growth of the Wikipedia in Jail pilot with at least 5 more prisons

Program	Program goals	Project	Description	Responsible								Output	Outcome	Additional outcome
		Increase of the number of content available offline (all Wikimedia projects + others).	increasing the content offer will support the sustainability of the Offline program					2.50%				ZIM files of all our projects regularly updated. Release other ones for	Increase content offer and readership.	+ Increase of 100% of the ZIM file downloads
GLAM	***Improving content quality *outreach by field of interest *innovation**	GLAM brochure in Switzerland	spreading the word to GLAM partners in Switzerland *Pilot in Romandie and Ticino		5.00%		2.50%	2.50%				*200 libraries contacted in Romandie	More libraries willing to present Wikipedia as a research tool	*25% of the contcated libraries answered us *5 libraries request an initiation day
		wikipedia in Exhibition	*improving usage is museum exhibition *improving articles related to exhibition *improving accesibility of Wikipedia on tablet and smartphone used as exhibition support	Patrick Kenel	yes							*QRpedia path in 2 exhibitions *1 specific audio guide for blind or visually impaired visitors	*creation of long term partnership with the exhibition organizer *improving accessibility of Wikipedia mobile for blind or visually impaired	*all the articles linked in the exhibitio improved *improvment of wikipedia mobile proposed
		GLAMWikiToolset	allowing GLAM to do it by themselves	Emmanuel Engelhart										
		Trainings	Informing GLAM about Wikimedia world *diversifying incomes	Trainers Group	5.00%		2.50%	2.50%				*10 for fee training		
		WikiLovesPublicArts	*improving quality of pictures and articles about public arts *testing a concept of service for GLAMs (hosting on commons, Metadata on Wikidata, Website for institutions)	Micha L. Rieser								unused 2013 budget for MicroGLAM 3000chf		
		Regional Italian GLAM conference	improving reach in italian speaking GLAM and north of Italy	Italian WG				5.00%				One Conference and exhibition day in Ticino	New partnerships with local GLAM	*150 attendees *20 new GLAMs coollaborating with Wikimedia CH
		WikiPast	R&D project with the EPFL to create a new wikimedia project focus on sources	Emmanuel Engelhart	5.00%									
		Collaboration swiss national library	increasing GLAM outreach *improving acces to reliable source for wikipedians											
		Botanical contest	*improve articles on botany on Wikipedia in French *Improve coordination between french speaking area *Valorization of the herbariums Digitization project		5.00%									
		Rumantsch-Ladin wikiproject		Patrick Kenel				yes						
Education	***Increase reach in Education field *increase quality in wikimedia project**	Communication material (Flyers, depliants, ...)	translation and localization of exhisting materials *improvment of the pedagogy component		yes		yes	yes						
		WikipediaTour	increase reach in Universities and Big GLAM institute		15.00%		15.00%	2.50%				*12 Universities contacted for a day of presentation of Wikimedia World *10 University of applied science contacted	*increase reach in universities *increase awarenes	*75% answer *half of the Universities and UAS accept at least one day of presence
		Wikipedia in School	*improve reach in students population *improve article quality	*Gabriel Thullen	20.00%		15.00%					*2 workshops with the Interuniversity doctoral program in organismal biology *5 initiation days in professional or secondary schools		
		WikiVillage	*increase reach in schools *inrease quality and content about swiss municipalities	Gilbert Conus			5.00%							
		WikiSenior	increase reach in senior population	*Gabriel Thullen	5.00%							*4 workshops with Seniors in Neuchatel *4Workshops with Seniors in Versoix		
Thematic Program: THE ALPS	**A thematic approach help to create synergies between different programs, and also has more chance to attract people (inside and outside)**	WikiLovesAlps	increasing reach in Switzerland increasing qualitiy in commons and wikipedia around the thematic of the Alps		10.00%			2.50%				*Two photo contest around the alps (WLM and WLE)	*improving quality in wikipedia rticless and commons *increasing participation	*10 000 pictures *30 new Wikimedians
		LabisAlps	quality improvement and enrichment of History of Alps content in Wikipedia, Wikisource and Commons.					2.50%						*Enhancement of the wikiproject with the creation of a community around the portal History of the Alps *Rollout of the Portal in other languages
		The Alps on Wikipedia		Iolanda Pensa				2.50%						
Wikimedia CH Association's development		staff training				5.00%								
		Swiss fundraising	*diversify source of incomes *assure financial sustainibility		yes	5.00%					5.00%			
		Board training/Governance	assuring sustainibility of the leadership			2.50%								
		FDC process	assuring efficient application and reporting		10.00%	2.50%					2.50%			
		Program Evaluation & Design	imporve efficiency and results of WMCH programs		5.00%	5.00%								
		Staff works (meetings, administrative work, etc)			5.00%	20.00%	5.00%	5.00%		5.00%	15.00%			
		Membership fees	being part of swiss assoiation with influence on copyright and free content	Bruno Jehle Emmanuel Engelhart										
		accounting				10.00%					25.00%			
		IT developpment and management	improving our workflow, fundraising solution, members data							20.00%				
					100.00%	80.00%	80.00%	50.00%	50.00%	60.00%	50.00%			