



WikiVet Review

This review summarises key developments with the WikiVet project to date and demonstrates data on user traffic on the site

WIKIVET MISSION

WikiVet is a non-profit making collaborative resource which aims to support and enhance veterinary education worldwide using web based technologies. It provides an innovative and dynamic framework integrating an expanding veterinary encyclopaedia with related learning materials. WikiVet aims to become the most respected and largest online educational resource for the international veterinary community.

STRATEGIC OBJECTIVES

- ✓ To provide a comprehensive knowledge base covering all aspects of veterinary science for all domestic species;
- ✓ To address the entire veterinary and related curriculum in order to provide a reliable and trusted resource for students anywhere in the world;
- ✓ To use the new opportunities offered by e-learning to support professional lifelong learning;
- ✓ To foster a new community of veterinary educators, learners and practitioners using social media with a common interest in veterinary education;
- ✓ To create a sustainable model which ensures the longterm viability and growth of the site.

CURRENT STATUS

The WikiVet project is part of the WikiVet Educational Foundation (registered charity number 1160546) which was established in February 2015 by the founding partners. A commercial trading company is also being established to provide an opportunity for the charity to trade to support its core educational activities.

WikiVet was established in 2007 to provide online access to a comprehensive veterinary curriculum. The consortium was initially formed by three UK veterinary schools (RVC, Edinburgh and Cambridge) but has grown to include over 10 additional associated academic institutions as well as forming a close association with parts of the commercial veterinary sector.

WikiVet now has a registered user base of over 44,000 members (a growth of over 1,000/month) of whom about 60% are veterinary students from over 90 countries around the world. The site recorded over 2 million individual visits in the academic year 2014-15 (a 100% increase on the previous year).

The organisation now has an active student ambassador scheme in over 50 veterinary schools around the world. These ambassadors have a key role in promoting educational resources and initiatives to colleagues. The charity works closely with the International veterinary Students Association to identify suitable representatives in each vet school

The site provides an extensive knowledge base of online resources which has been developed based on feedback from veterinary educators and focus groups of learners. The site now has over 5,000 pages of detailed content making it the largest online veterinary educational resource

WikiVet is now collaborating closely with a number of commercial partners to develop new content sections of the site. This includes Mars Petcare who have sponsored the development of extensive sections on small animal density and nutrition and Ceva Animal Health who have supported sections on Feline Behaviour.

Recently WikiVet has signed an agreement with Vetstream which will provide preferential access to students accessing Vetstream content through the WikiVet site. This significant development has greatly enhanced the content on offer to students whilst also providing mutually beneficial opportunities for both organisations.

STRATEGIC PRIORITIES

The following priorities have been identified as being of key importance in the future development of WikiVet. These have as yet not been finalised or signed off by the Steering Group.

CONTENT DEVELOPMENT

- A full inventory of the site is required in order to identify priority sections for development
- Rolling development of content to increasingly cover graduate needs and lifelong learners
- Graduate employment in vacation periods dependent on funding to author the required content
- Volunteer subject expert authors to develop specific areas of site
- More intuitive authoring guidelines and publishing process to be introduced
- Commercial publishers encouraged to provide content as Open Educational Resources

PEER REVIEW AND QUALITY ASSURANCE

- Provide content of the highest quality which can be trusted by students, graduates and academics.
- Ensure content is contemporary, carefully referenced, IPR cleared and well presented.
- Identifying suitable expert reviewers to form a small review panel
- Full recognition of expert reviewers provided throughout site
- Partner schools encouraged to suggest reviewers on current staff

AWARENESS AND WIDESPREAD USAGE

- Other veterinary schools will be invited to become WikiVet partners
- Large parts of site to be opened up to general public keeping learning resources for registered users
- Facebook, Twitter, iTunes, Blogs and Newsletter will be maintained and further developed
- Student ambassadors appointed in UK and international veterinary schools
- Work with IVSA and other veterinary organisations to increase profile and awareness of the site

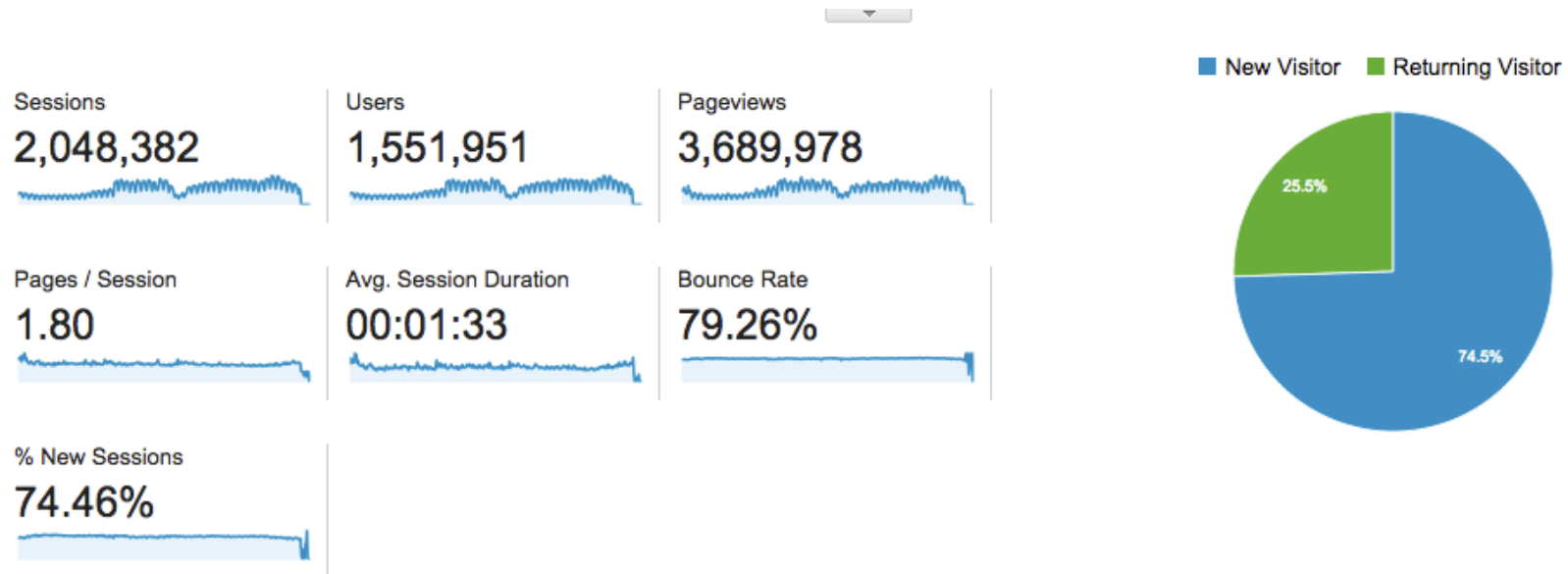
GOVERNANCE AND ACCOUNTABILITY

- Formal agreement reached with partner veterinary schools on Memorandum of Association
- Expansion of existing Steering Group to form the WikiVet Board with wider representation of partners
- Promotion of WikiVet to partners to encourage more schools and organisations to become partners
- Further research into corporate governance models and limited companies
- Establish staff positions with job descriptions for key roles in the organisation
- Formal arrangement reached with RVC on provision of support services





















FINANCIAL SUSTAINABILITY

- Potential investment from other UK Veterinary schools
- Integration of advertising and/or sponsorship of the site
- Grants from corporates to develop content
- Sale or link to commercial items with referral return

WikiVet User Statistics



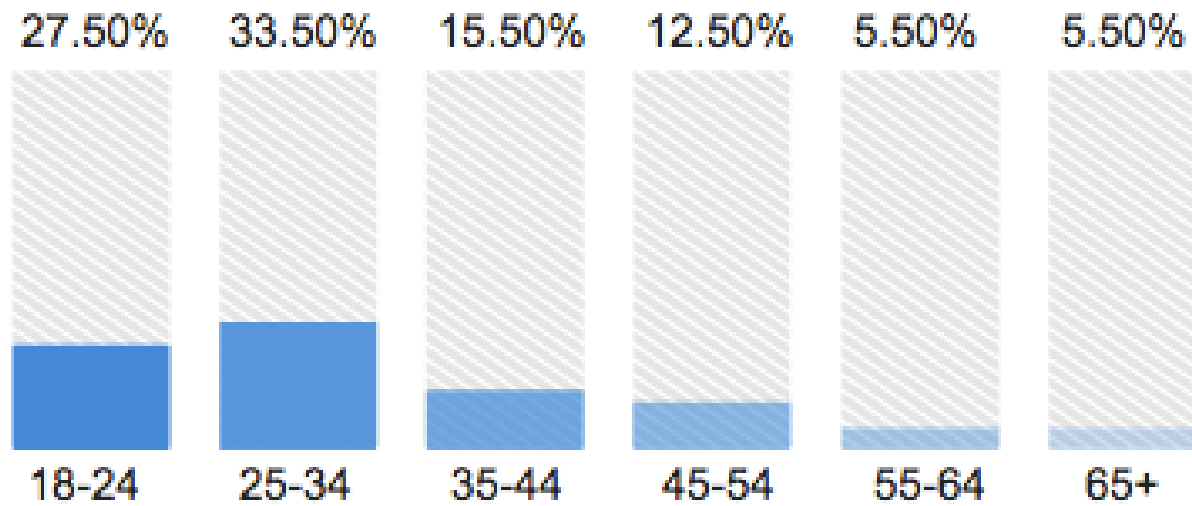
Google Analytics for Visit to the WikiVet site for the last 12 month June 2014 – May 2015. This shows an increase in user visits by almost 100% from the previous year to over 1.5 million visits.

Country	Sessions	% Sessions
1.  United States	744,554	 36.35%
2.  United Kingdom	343,976	 16.79%
3.  India	129,848	 6.34%
4.  Australia	111,541	 5.45%
5.  Canada	84,864	 4.14%
6.  Philippines	47,118	 2.30%
7.  Malaysia	26,396	 1.29%
8.  Ireland	25,754	 1.26%
9.  Pakistan	25,705	 1.25%
10.  Indonesia	24,570	 1.20%

Top ten countries accessing the WikiVet site

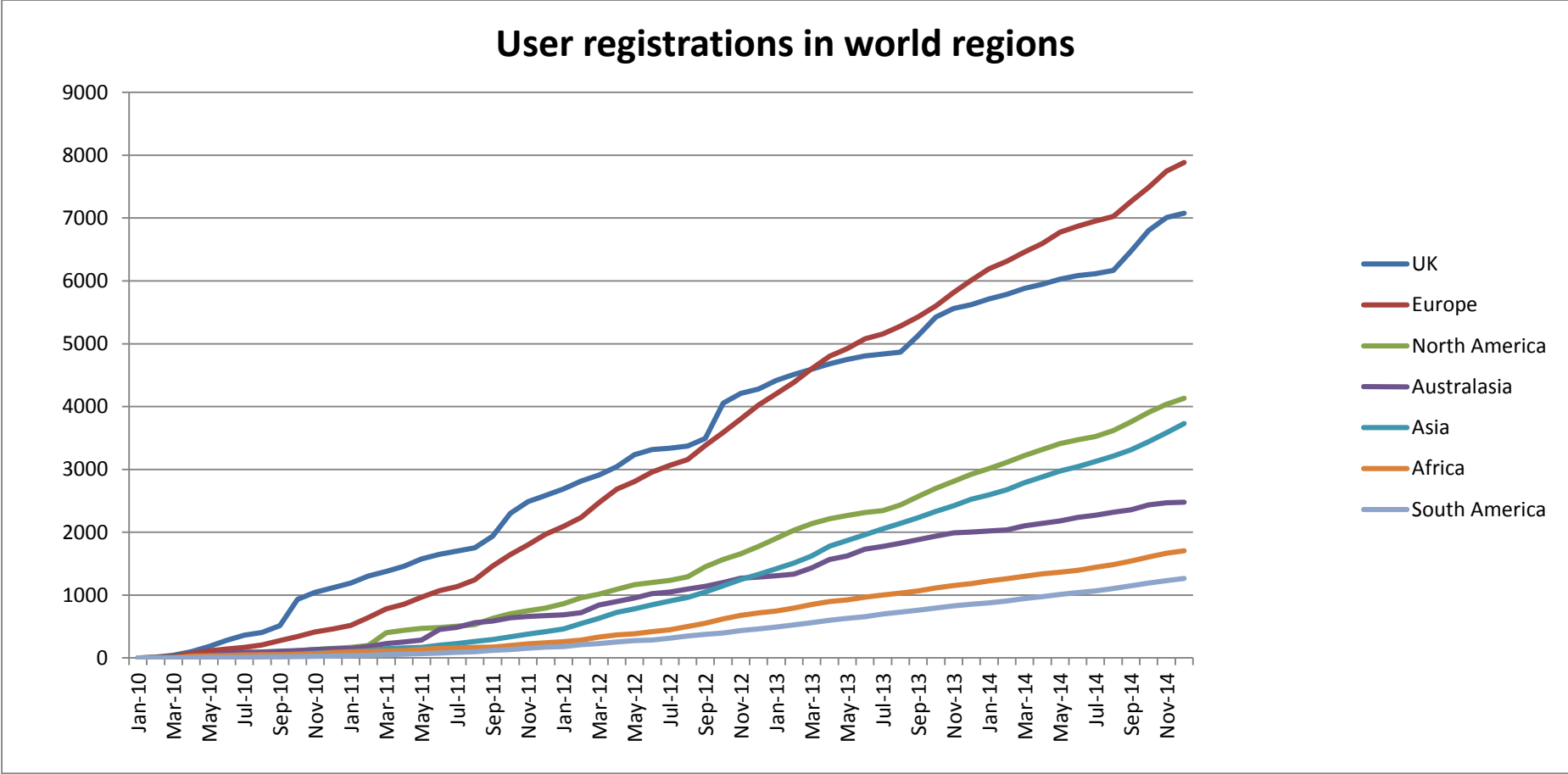
Age

100% of total sessions



Age distribution of site visitors representing an increase in 25-34 aged visitors over the past year

User registrations in world regions



Growth in registered numbers of viewers from different regions