

Makerspace Executive Weekly Meeting

Transcription

Date: November 28, 2024

Time: 40 minutes (Expanded)

Participants: **Rich** (Library Innovation Director), **Maggy** (Digital Marketing Coordinator), **Porkchop** (Student Engagement Specialist)

[00:00:00] Rich: Hi everyone, thanks for joining. Let's get started. Today, we're brainstorming ideas to better market the makerspace and improve awareness across campus. I think the space has so much potential, but it feels like we're not reaching enough students or faculty.

[00:00:25] Porkchop: Totally agree. It's frustrating because we have great resources, but if no one knows about them, they go underutilized. I think awareness is our biggest challenge.

[00:00:38] Maggy: Yeah, I've had conversations with students who had no idea we even had a makerspace. I think we're doing an okay job with signage in the library, but outside of it? Not so much.

[00:00:55] Rich: That's fair. So, let's break this down. First, we should figure out who our primary audience is. Is it students? Faculty? Community members? Or are we trying to reach all three?

[00:01:10] Porkchop: I'd say students are the priority. They're the ones who'll use the equipment regularly. But faculty are a close second because they can drive student engagement by incorporating the space into coursework.

[00:01:30] Maggy: Agreed. Community outreach could be great, but that feels like a secondary goal for now. If we get students and faculty involved first, we'll naturally see more word-of-mouth and maybe even alumni interest.

[00:01:50] Rich: Makes sense. Alright, let's focus on students and faculty for now. What do we think are the biggest misconceptions holding people back?

[00:02:05] Porkchop: I think some students think the equipment is too advanced or intimidating. They assume they need prior experience or technical skills to even step in.

[00:02:20] Maggy: Definitely. And like I mentioned earlier, a lot of faculty think it's only for engineering or tech majors. They don't realize it's useful for almost any field.

[00:02:35] Rich: Good points. So, it sounds like we need to focus on accessibility and versatility in our messaging. Let's talk about specific tactics. Porkchop, you mentioned social media earlier. What would a solid plan look like?

[00:02:50] Porkchop: We need a more structured approach. Right now, our social media posts are sporadic and lack a clear focus. We should create a content calendar with weekly posts highlighting different aspects of the makerspace.

[00:03:10] Maggy: I like that idea. What if we did weekly themes? Like one week is "Meet the Equipment," and we showcase the laser cutter, 3D printer, or sewing machines. Another week could be "Project Spotlights" with stories from students who've made cool stuff.

[00:03:30] Rich: Love it. Themes give us consistency and variety. What about platforms? I feel like Instagram and TikTok are obvious choices for visual content, but should we also use Twitter or LinkedIn?

[00:03:50] Porkchop: Instagram and TikTok for sure. LinkedIn could be good for reaching faculty or even alumni, but I wouldn't prioritize it as much as the others.

[00:04:05] Maggy: Agreed. We should also experiment with Reels and short-form videos—something snappy to grab attention. Maybe quick tutorials or time-lapses of projects being made.

[00:04:20] Rich: Great. Let's move on to events. We've done a few workshops here and there, but do we need a bigger splash? Something that draws people in just to see what we're about?

[00:04:40] Porkchop: Yes, definitely. Workshops are great, but they're too structured to attract people who are just curious. We need open house events where anyone can drop by, try the equipment, and ask questions.

[00:05:00] Maggy: And we could add interactive elements—like live demos, giveaways, or mini challenges. For example, a "make your own keychain" station using the laser cutter could be a fun way to get people involved.

[00:05:20] Rich: I love the hands-on idea. What about collaborations? Are there groups on campus we could partner with to co-host events?

[00:05:35] Porkchop: Absolutely. Student clubs are an obvious choice. Engineering, art, or design clubs would be a natural fit, but I think we could also approach business or entrepreneurship groups.

[00:05:55] Maggy: That's a great idea. Entrepreneurship students might want to prototype products, and business students could design marketing materials. The possibilities are huge.

[00:06:15] Rich: Let's make a list of clubs we should approach. Porkchop, could you spearhead that?

[00:06:25] Porkchop: Sure, I'll start by checking the student association's club directory.

[00:06:35] Maggy: I can help draft outreach emails. Something that introduces the makerspace and offers to meet or co-host an event.

[00:06:50] Rich: Perfect. Now, let's talk faculty. How do we get them on board?

[00:07:05] Porkchop: I think we need to be proactive. Instead of waiting for faculty to come to us, we should reach out and explain how the makerspace can support their courses.

[00:07:20] Maggy: Agreed. We could even offer to run guest sessions during class time. If students see the equipment in use, they're more likely to come back on their own.

[00:07:40] Rich: That's a great approach. We should create a one-pager for faculty that outlines the makerspace services and gives concrete examples of how it can fit into their curriculum.

[00:08:00] Maggy: I can work on drafting that. Should we also hold a faculty-specific open house?

[00:08:15] Porkchop: Yes, absolutely. It could be a lunch-and-learn format with live demos and time for Q&A.

[00:08:30] Rich: Let's plan that for next semester. Finally, what about community outreach? Should we start with alumni or go broader?

[00:08:50] Porkchop: Alumni would be a good starting point. We could invite them to special events or even create a membership program for makerspace access.

[00:09:05] Maggy: And maybe host public showcases once a semester. That could attract community members while also promoting what the university is doing.

[00:09:25] Rich: Alright, we've covered a lot. Let's recap action items. Maggy, you're working on outreach emails and the one-pager for faculty. Porkchop, you're compiling the list of clubs and drafting the social media calendar. I'll focus on event planning and reaching out to the student association.

[00:09:50] Maggy: Sounds good.

[00:09:52] Porkchop: Works for me.

[00:09:55] Rich: Great. Let's regroup in a week to check progress. Thanks, everyone!

[00:10:05] End of Meeting