

5-Week Webinar Series for Library Professionals from *Infopeople* 



Makers in the Library:

DEVELOPING AND
SUSTAINING A COMMUNITY-
CENTERED MAKERSPACE

**From the authors of the Makers in the Library Toolkit
and The New Face of Library Makerspaces IMLS Grant
makersinthelibrary.org**

WEBINAR #5

Amplify & Grow: Marketing, Fundraising and Professional Growth

MAY 4, 2022,
12:00-1:00 PM PT
3:00-4:00 PM ET

makersinthelibrary.org

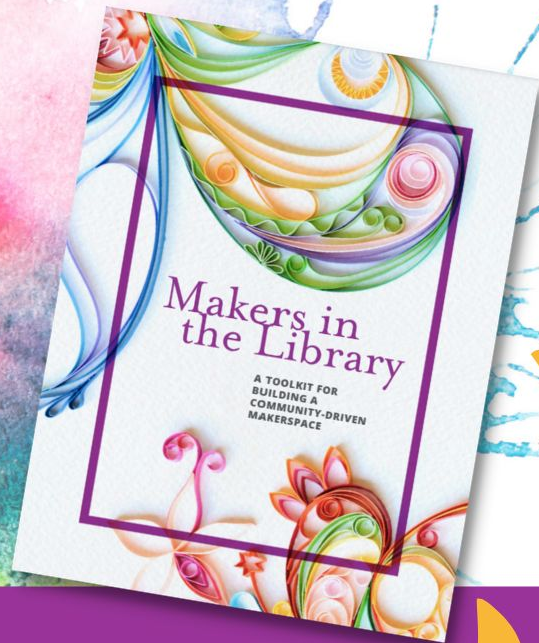


MAKERS IN THE LIBRARY: A TOOLKIT FOR BUILDING A COMMUNITY-DRIVEN MAKERSPACE

Are limited staff, space, and budget preventing your library from creating a makerspace?

This toolkit provides a library-tested process for creating and sustaining a community-driven makerspace, no matter what your constraints.

free toolkit download from
makersinthelibrary.org



The **New Face of Library Makerspaces** builds on this 2 1/2 year California State Library project and seeks to develop additional content, and share these tools and processes nationally, in partnership with the nonprofit organization Nation of Makers

Makers in
the Library

[Events + Webinars](#) [COVID19Survey](#) [Blog](#) [Our Team](#) [Downloads](#) [Newsletter](#)



Resources to create a
makerspace with and for your
community —
on any budget.

makersinthelibrary.org

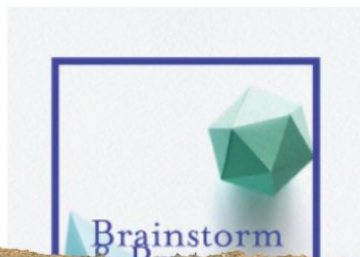
Take the first step in creating your makerspace.

Download full toolkit pdf (185 pgs)

Download Full Toolkit

Download just one section at a time

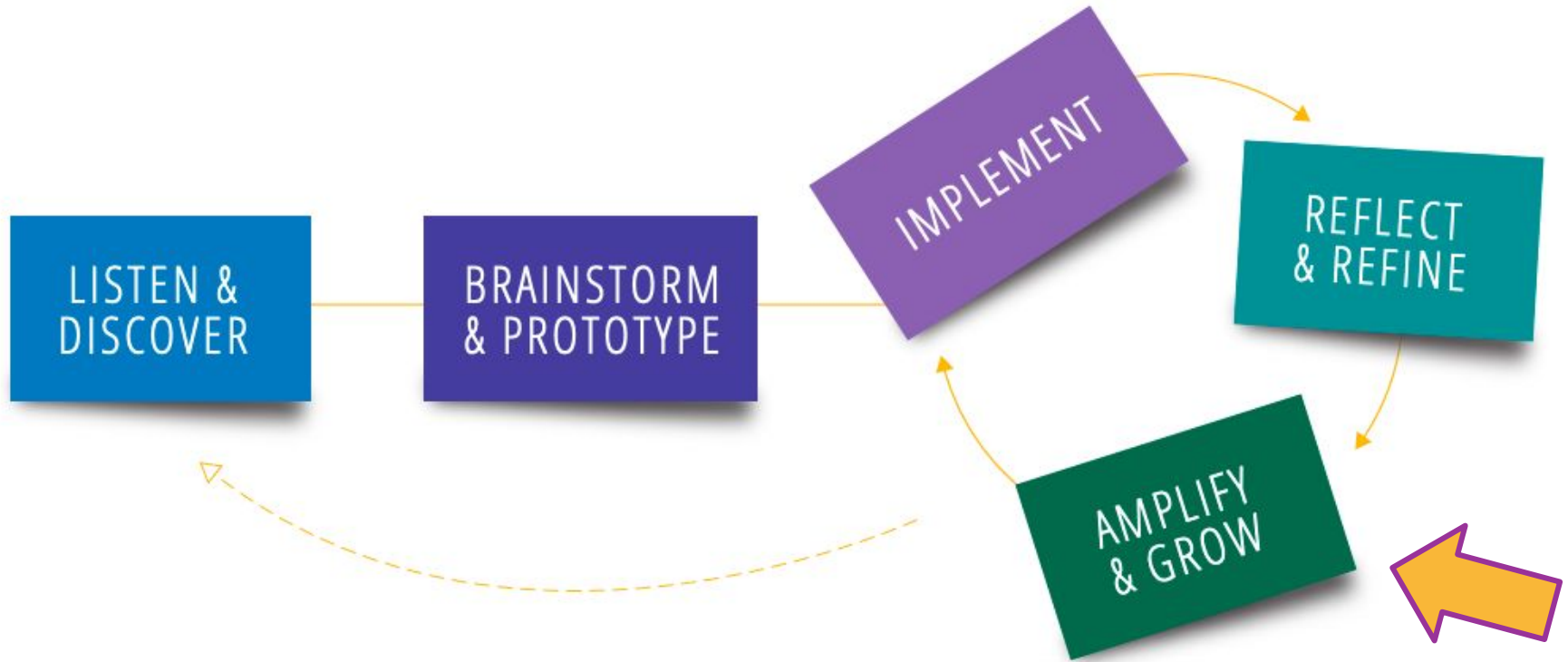
Download by section:



makersinthelibrary.org/downloads

download tools one at a time at
bottom of this webpage

Our Toolkit Provides a Flexible, Non-Linear Process, Focused on the People You Serve



Meet Our Presenters



Lisa Regalla,
CEO
Regallium
Consulting, LLC



**Pamela Van
Halsema**
Maker -
Librarian,
P. Van
Halsema
Consulting



**JC
Escalante**
Community
Technology
Specialist,
San Mateo
County
Libraries



**Gary
Ransford**
Community
Technology,
Specialist
San Mateo
County
Libraries



Julie Hall
Director,
Berryville
Library



**Jennifer
Geoo**
Assistant
Librarian,
Berryville
Library

makersinthelibrary.org

The background is a solid orange color. On the left side, there are several teal-colored paint splashes of various sizes and shapes, some with smaller droplets trailing off from the main splashes. The title 'Let's Chat' is written in a large, white, sans-serif font, positioned in the upper right quadrant of the slide.

Let's Chat

- Interact with us via polls, chat and Q&A, even though we are in a webinar format!
- Our panelists are here live during the session, so chat with us at any time during our session.
- Use the Q and A to ask questions anonymously for anyone on the panel and we will type our answers during the session.

Let's Chat

Poll: At this time, do you lead or help with the following for your maker program?

- A. Fundraising
- B. Grant writing
- C. Marketing
- D. All of the above
- E. Not yet, but curious how I might help

Up to this point:

Listened to the **community**

Defined focus to address **People** and **Purpose** with your program design

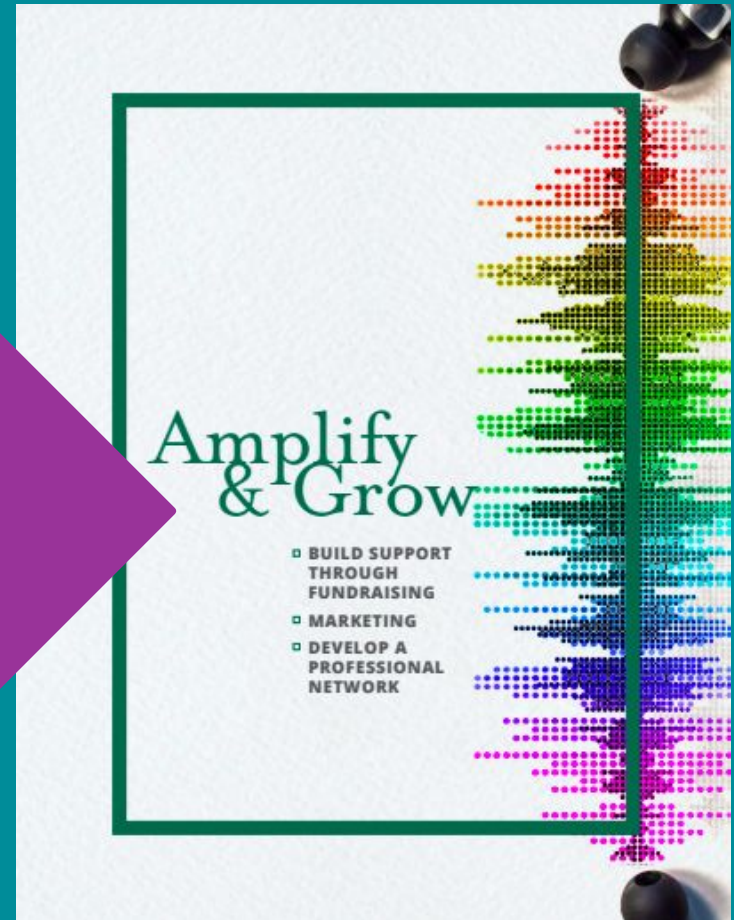
Outlined what programs, skills and tools **you already have**

Tested out ideas and have **results of prototypes**

Considered one or more **makerspace models**

Began to **implement** your program

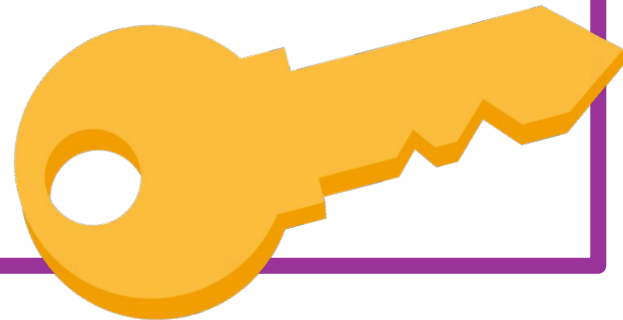
Planned for **program evaluation**



<https://www.makersinthelibrary.org/downloads>

Key takeaways for today:

- ✓ Fund development is based on relationships.
- ✓ All the documentation you have used in this toolkit can be leveraged as evidence when seeking funding or partnerships.
- ✓ Develop a program identity and talking points about your maker program to help with marketing.
- ✓ Build professional connections with other makers to help you grow professionally.



Fundraising - Understanding Why People Give



Altruism

People want to help others in need.

Trust

People trust the organization to use their money to make a difference.

Social

The donation matters to someone they know and care about

Egoism

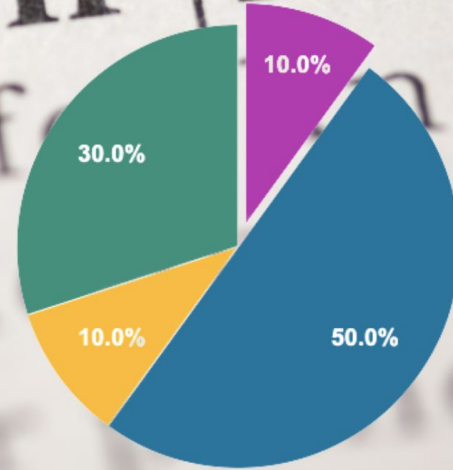
The donor receives some sort of personal benefit

Taxes

The donor gets a tax break.

Fundraising - Steps to Generate Donations

Identify and Research

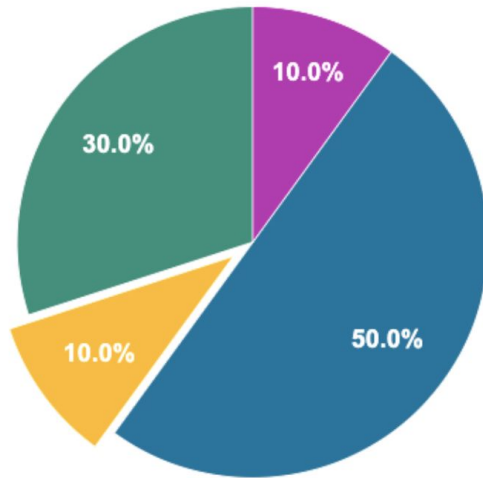


Fundraising - Steps to Generate Donations



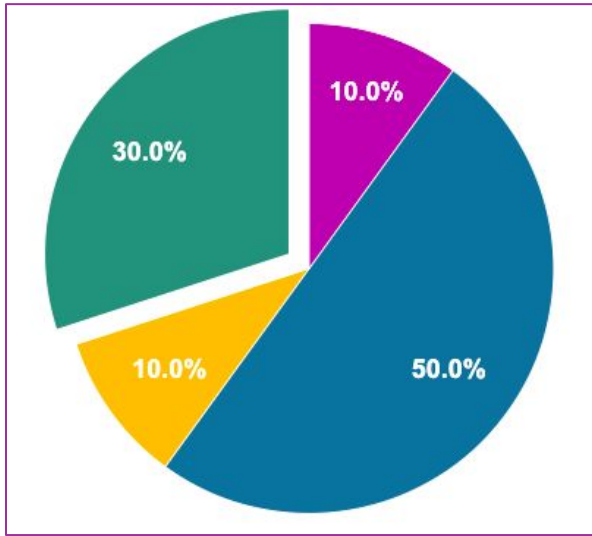
Fundraising - Steps to Generate Donations

Make the Ask



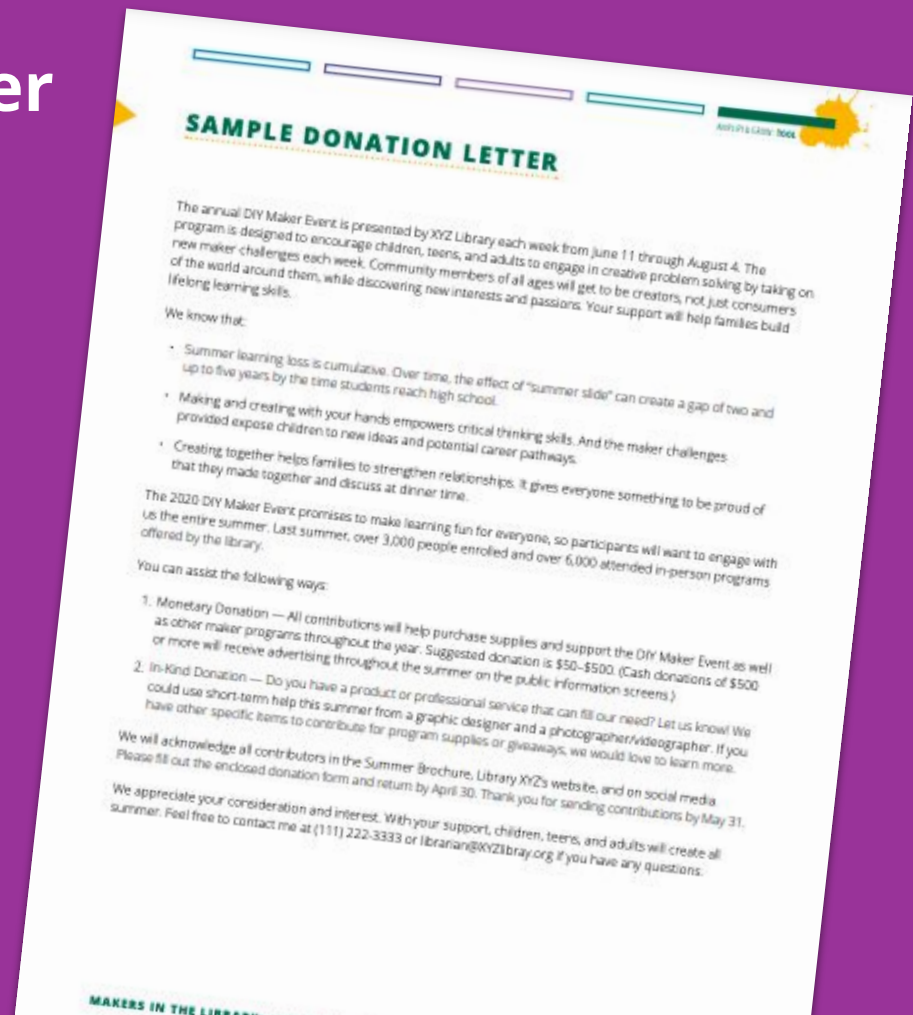
Fundraising - Steps to Generate Donations

Show Appreciation



Tool: Sample Donation Letter

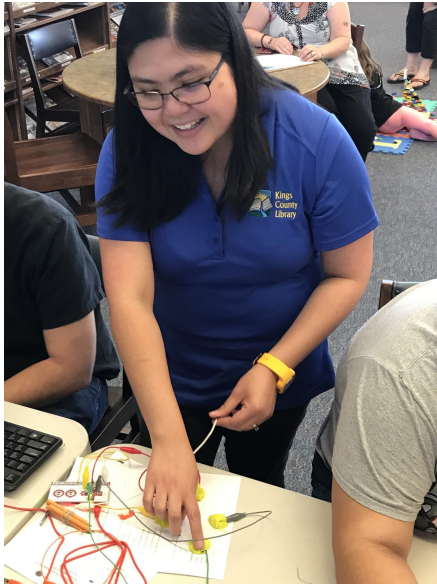
- In-kind Donations
- Financial Contributions



Become Stronger with Partnerships



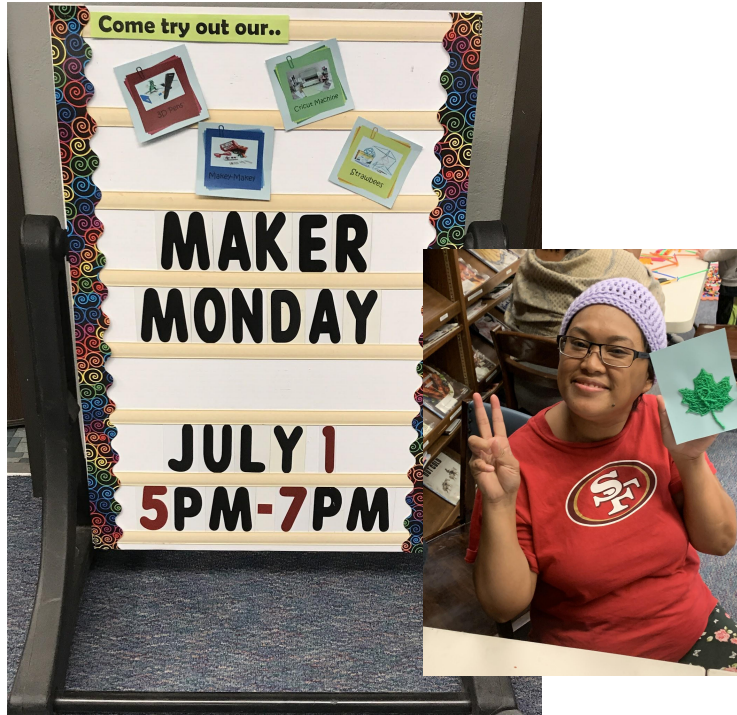
Remember and Highlight the Library's Value



When approaching potential partner organizations, we often first think about what gaps they can help us fill.

Share your staff “roster” that outlines the resources, capabilities, and skills that you’re bringing to the table as well as details on the patrons you serve.

Remember and Highlight the Library's Value



Many organizations have philanthropic goals, and libraries can help them reach certain populations or elevate their reputation in the community.

How this Toolkit Can Help with Grant Funding

Focus Groups - what you heard about the needs in your community.

Framing Question - show the problem you're trying to solve and the audience you're aiming to reach.

SMART Goals - clearly outline what you hope to achieve with the funds.

Prototype descriptions, photos, and feedback show that you have the capability to bring this project to life.

Logic model as a clear and brief overview of what you're trying to achieve and how you'll know if you're successful.

Budget Planner - show how you'll thoughtfully spend funds, how much these programs cost in staff and volunteer time, and how you'll leverage funds with donations and other funding sources.

Getting the Conversation Started

Sharing your makerspace concept and goals quickly and easily



Tool: Elevator Pitch

makersinthelibrary.org

ELEVATOR PITCH

Put your ideas into a framework by filling in the blanks.

Did you know/have you heard _____ ?
DESCRIBE THE NEED OR PROBLEM

My name is _____ from _____
YOUR NAME/TITLE LIBRARY NAME/LOCATION

I'm helping develop _____
THE WHAT

for _____
YOUR SPECIFIC AUDIENCE

We will _____
THE UNIQUE APPROACH TO MEETING THIS NEED, OR THE HOW

so that _____
THE OUTCOME YOU'RE STIVING FOR



Did you know that many elementary schools are not equipped with high tech tools and programs that help prepare our kids for the future? Imagine a community that has additional barriers, like limited transportation, a need for English language skills, and few organizations in walking distance where children and families can learn and develop technology skills together. My name is Guadalupe, Library Services Manager at the Ponderosa Joint-Use Library. I am helping to develop an intergenerational, bilingual makerspace to help children and their families develop skills in coding, science, technology, sewing, and so much more.



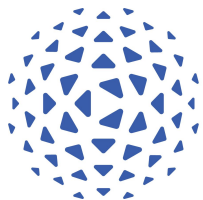
How do San Mateo
County Libraries
describe, share and
grow the maker
program with the
community?



JC Escalante, Community
Technology Specialist, San
Mateo County Libraries



Gary Ransford, Community
Technology Specialist, San
Mateo County Libraries



San Mateo
County
Libraries

- ▶ **San Francisco Bay Area**
- ▶ **Diverse Community of 283,022**
- ▶ **13 Locations, plus Virtual and Mobile Services**
- ▶ ***Everyone is a Maker***



Tell stories and record stats to reinforce a narrative

Bright Futures

Supporting youth is at the core of our mission. We expanded programs to enrich virtual school experiences, combat learning loss, and help children stay connected with their friends and communities.



We connected with young minds by offering transformative virtual experiences for all ages.

School Outreach

While education evolved rapidly over the past year, our commitment to support youth and educators remains unchanged. Virtual school outreach events were offered in three languages and reached 11,962 students. They included connecting youth with 22 accomplished authors of popular books.

With youth at home and struggling with distance learning, access to our wealth of library resources became imperative. Our new student card project opened up a world of knowledge to all youth enrolled in schools. We partnered with school districts to seamlessly give library cards to every student, adding approximately 1,600 card holders. We will continue to expand this program until all school districts have been included and no child lacks access to San Mateo County Libraries' support.



11,962 STUDENTS REACHED

Partner Highlight

Partnerships make us stronger, and we are grateful to be able to provide opportunities for youth through our collaboration with Genentech. This spring, we kicked off Make-It March by providing sewable robot circuit kits to children at our libraries, and launching a new virtual version of Genentech's afterschool engineering program, GeneAcademy. We recruited 100 3rd-5th grade students throughout the county, with targeted recruitment to engage youth from the highest need schools. From January-May, students participated in biweekly letter-writing to build literacy skills, and learned about various STEAM topics through live, hands-on activities.

"Before the academy I did not get columns, or turbines. I'll miss this. That was pretty fun."
GENEACADEMY PARTICIPANT



"Before the academy I did not get columns, or turbines. I'll miss this. That was pretty fun."
GENEACADEMY PARTICIPANT

Let numbers talk

Dedicated Service

Our commitment to enriching the lives of our community members remains strong. Throughout the quickly evolving landscape of the past year, we adapted our innovative services to connect you to valuable resources and to each other.



We inspire young minds through engaging services like our free Library Explorers camps.

Welcome Back!

In April, we proudly opened our doors to lines of library enthusiasts who were eager to be back inside their beloved libraries.

On the first day of in-person service, hundreds of patrons came into our libraries to browse collections, use computers, pick up holds, and bask in the glory of being in their library again. Since then, we've had over 52,000 visitors come through our doors.

Curbside Service

Our staff and communities were filled with the excitement of being back in our libraries but for those that wanted contactless interactions, we continued to offer curbside services. Curbside services allowed members of the public to pick up materials by appointment. We later expanded this service to allow for a convenient walk-up option where no appointment was required.

One of the most popular curbside offerings was our Grab and Go Bundles. A staff curated stack of books were bundled together by age or topic and available for pickup by our patrons. Over 28,226 bundles were checked out, circulating close to 200,000 books in our community.

We also offered free printing, 3D printing projects, and Grab and Sew projects that were a big hit with the public. Free printing across all 13 of our locations resulted in 126,070 printed pages for 30,298 patrons. We also had a total of 388 3D print jobs, with projects ranging from bicycle parts to succulent planters and five of our locations offered sewing machines for check out during our curbside services.



"The ability to request library materials and pick them up at my local library during the pandemic has been a lifesaver for me and I expect other patrons. I truly appreciate it."

LIBRARY PATRON

9

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San Mateo County Libraries

4h · 🌐

Get your Groot on! What would you say if we told you this baby Groot was made with one of our 3D printers?

Our 3D printers and makerspaces are available for you to use for free and we're here to help teach you how!

[#ExploreSMCL](#) [#3DPrinting](#)



4



Like



Comment



Share

Engage with patrons online

Our Comic Arts Fest is Back!



Dear Community,

We're excited to say the [Peninsula Libraries Comic Arts Fest](#) is returning this year! Join us for a virtual week of festivities, from **April 23 to April 30**. We're celebrating the importance of comics, both as an art form and as literature, and encouraging aspiring artists and readers of all ages through author visits, workshops, panel discussions and other comics-related programs.

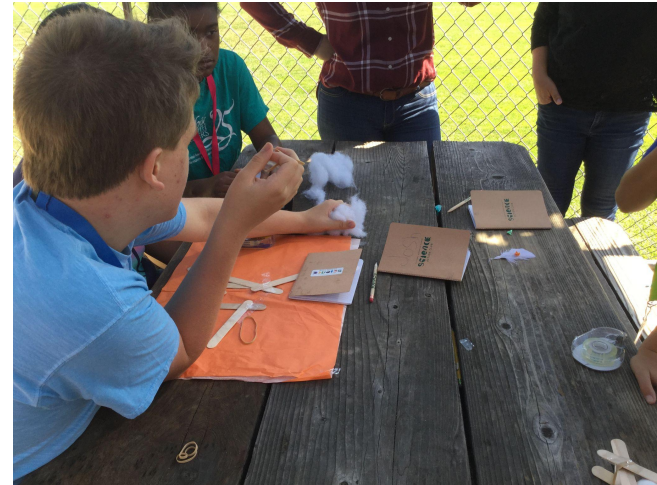
Partnerships make us stronger



Gene Academy - Genentech



Lookmobile - Exploratorium Studio for Public Spaces



Science Action Club - California Academy of Sciences

Making on the Move



3D Printing at Hiller Aviation Museum



Maker Faire Bay Area 2019

Farther down the road



Goals and Vision:

BROAD STRATEGIC GOALS

- Build and update facilities to create inviting and flexible spaces
- Develop innovative programs and services that have measurable results
- Grow a culture of learning and participation

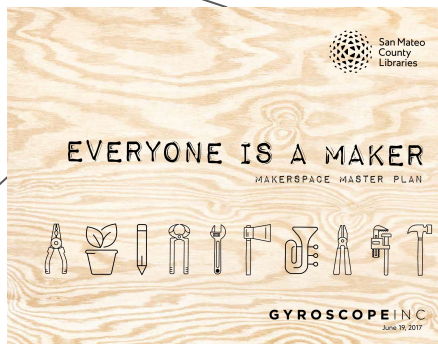
BROAD PERFORMANCE OUTCOMES

- Participants learn something new and feel more confident about what they learn at the makerspace
- Participants intend to apply what they learn through tools, resources, and programs
- Participants feel more involved in the community of makers

Makerspace Master Plan

KEY STRATEGIES

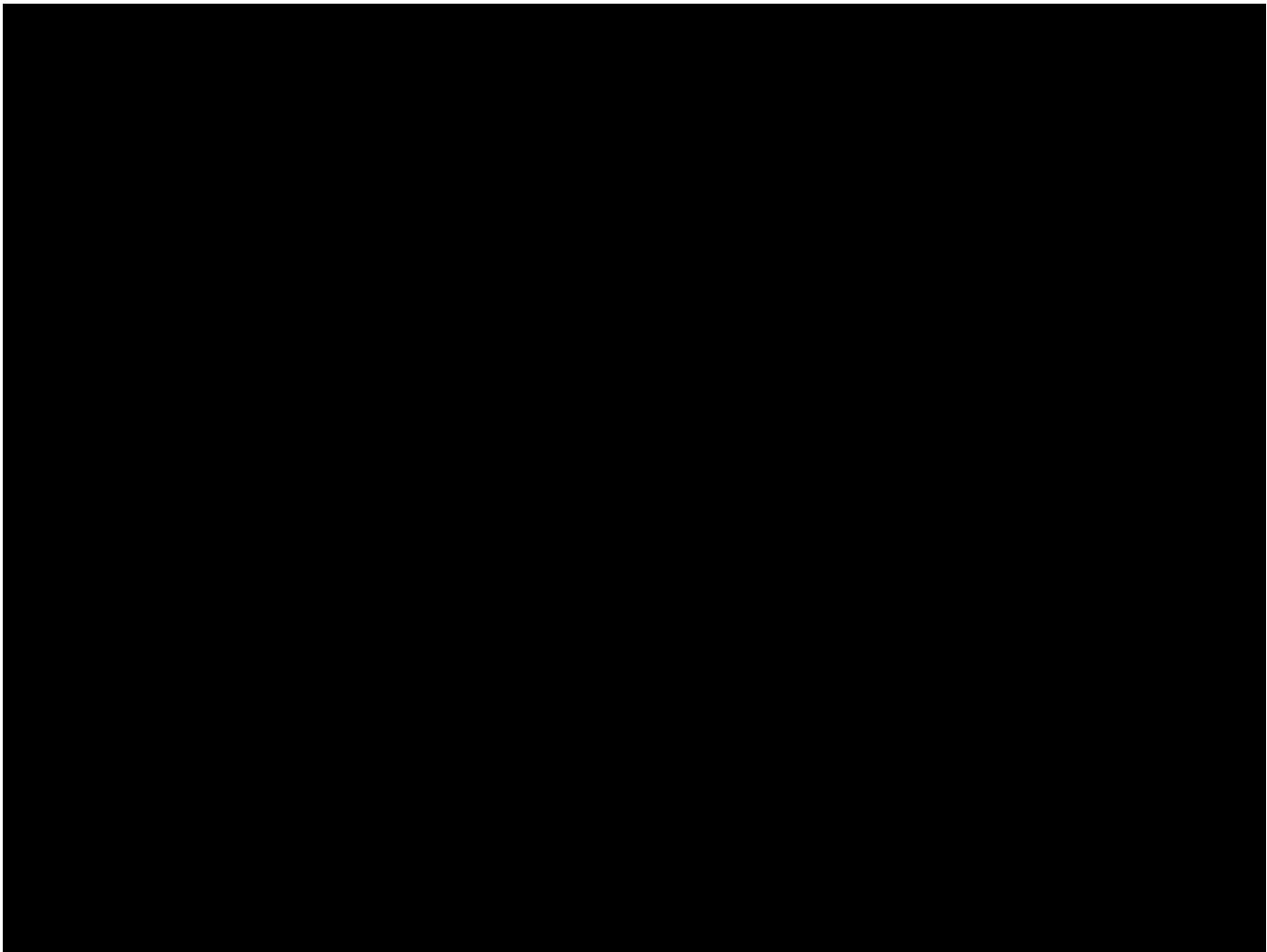
- Invest in people
- Develop partnerships
- Make learning visible
- Be flexible and nimble



Because people learn in different ways and have differing skills and experience, San Mateo County Libraries will offer a variety of types of programs (typologies), to appeal to different age levels, interests and learning styles.

Options for makerspaces include:

- **Making throughout the library**
- **HOMAGO (Hang Out/Mess Around/Geek Out)**
- **Clean/wet/dusty spaces**
- **Pop-up maker activities in non-dedicated spaces**
- **Maker programs in flexible multi-purpose space**
- **Dedicated makerspaces**



Marketing Your Program

Why?

- Build your attendance and bring in new participants.
- Inform the community that the library is offering diverse, innovative programming.
- Make it easier to communicate with partners, community members, and other stakeholders about your good work in meeting real, local needs.

Ponderosa Joint-Use Library
240 E. Orangewood Ave.
Anaheim, CA 92802
714-740-0202



Bilingual Family Coding with Microsoft

Coding together! Families are invited to a free bilingual coding class with Microsoft. Registration is required.

Tuesday, October 8 @ 5:00 PM

Codificando en Familia

Aprenda como fomentar el aprendizaje de lenguajes de programación. Acompañenos con sus hijos a una clase gratuita de codificación bilingüe. Se requiere inscripción.

Any person with a disability who requires an accommodation to participate in a program or service should direct such request to Library Administration, either in person at 500 W Broadway in Anaheim, or by telephone at 714-765-1880, at least 72 hours before the event.

Name your program

Logo + Branding + Visual Identity



Share Stories of Impact



Social Media! Newsletters!
Newspaper! Radio! Events!

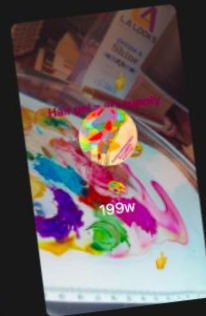
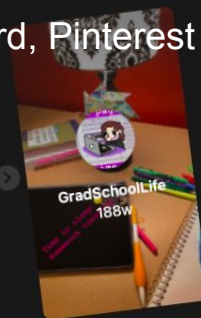
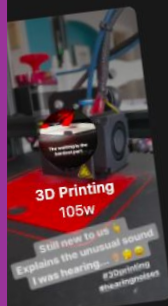
Inside the Library + Outside the Library



Show, Don't Tell



Instagram stories/reels, TikTok, SnapChat, Discord, Pinterest



Pictures of fun! Videos! Pictures of process! Even failed projects!

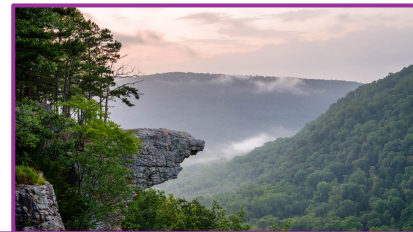
How does Berryville approach marketing and promotion of the maker program?



Jennifer Gees
Assistant Librarian
Berryville Library



Julie Hall
Director
Berryville Library



- ▶ **Berryville is in the Ozark Mountains in northwest Arkansas**
- ▶ **Scenic rural community of roughly 5,000 people**
- ▶ **One room library with not a lot of space**
- ▶ **Multi-use space maker programs**



Consistency!

Consistent
scheduling



OPEN
7 DAYS
A WEEK!

SUN	M	T	W	TH	F	SAT
1	2 Enter the coloring contest anytime May 2-18 <i>Details at library</i> 5 PM - Security Basics	3 10 AM - Pre-K Playtime	4 4 PM - Creation Station FREESTYLE MAKER	5 10 AM - Pre-K Storytime <i>Wild Stories</i> 5:30 PM - Friends Meeting	6 5 PM - 7 PM All aBOARD Game Night	7
8	9	10 10 AM - Pre-K Playtime 4 PM - Lab Rats 6 PM - Adult Book Club	11 4 PM - LEGO Club: Free Build LEGO	12 10 AM - Pre-K Storytime <i>Wild Stories</i>	13 4 PM - Teen Book Club	14 FAMILY Movie Night LUCA @ 6 PM
15 MAY 16 - 28 may music madness	16 FREE CONCERT IN PIONEER PARK 1 PM Take & Make Adult Craft Program <i>Craft packs available till gone</i>	17 10 AM - Pre-K Playtime	18 LIBRARY OPENS @ 1 PM 4 PM - Creation Station MAKER CHALLENGE	19 10 AM - Pre-K Storytime <i>Wild Stories</i> 5:30 PM - Library Board Meeting	20 Guitar Hero Wii 6 PM - 8 PM ALL-SCREENS Game Night	21 The ExperiMentals Look for our table at the BCC's Safety & Wellness Expo!
22 ALL MUSIC CDS JUST 25¢ 5 for \$1	23 Vote in the coloring contest May 23 - June 3 3 votes per person per day!	24 10 AM - Pre-K Playtime 4 PM - Tween Book Club	25 4 PM - LEGO CLUB Challenge Build LEGO	26 10 AM - Pre-K Storytime <i>Wild Stories</i> 4 PM - Book Nuts	27 TRIVIA 5 PM - 7 PM Food & Prizes! TEEN ONLY	28
29 Memorial LIBRARY CLOSED	30 LIBRARY CLOSED	31 SUMMER READING SIGN-UPS START TODAY!	<p>Get ready for summer reading by imagining the colors you would see when diving down in the deep blue sea!</p> <p>Diver Down Coloring Contest</p> <p>Prize for each age group: 0-6 7-12 13&UP</p>			



(870) 423-2323



www.berryvillelibrary.org



Berryville Public Library

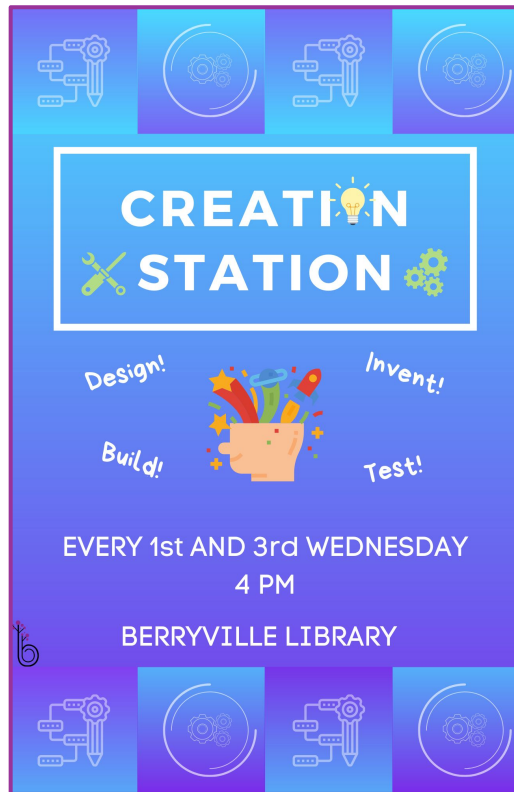


ar_berryvillelibrary

Need more information? Contact us!

Consistency!

Consistent naming
no matter what
life throws at you



The ExperiMentals

Branding...



Don't be afraid to toot your own horn, again and again!

Building your Professional Network

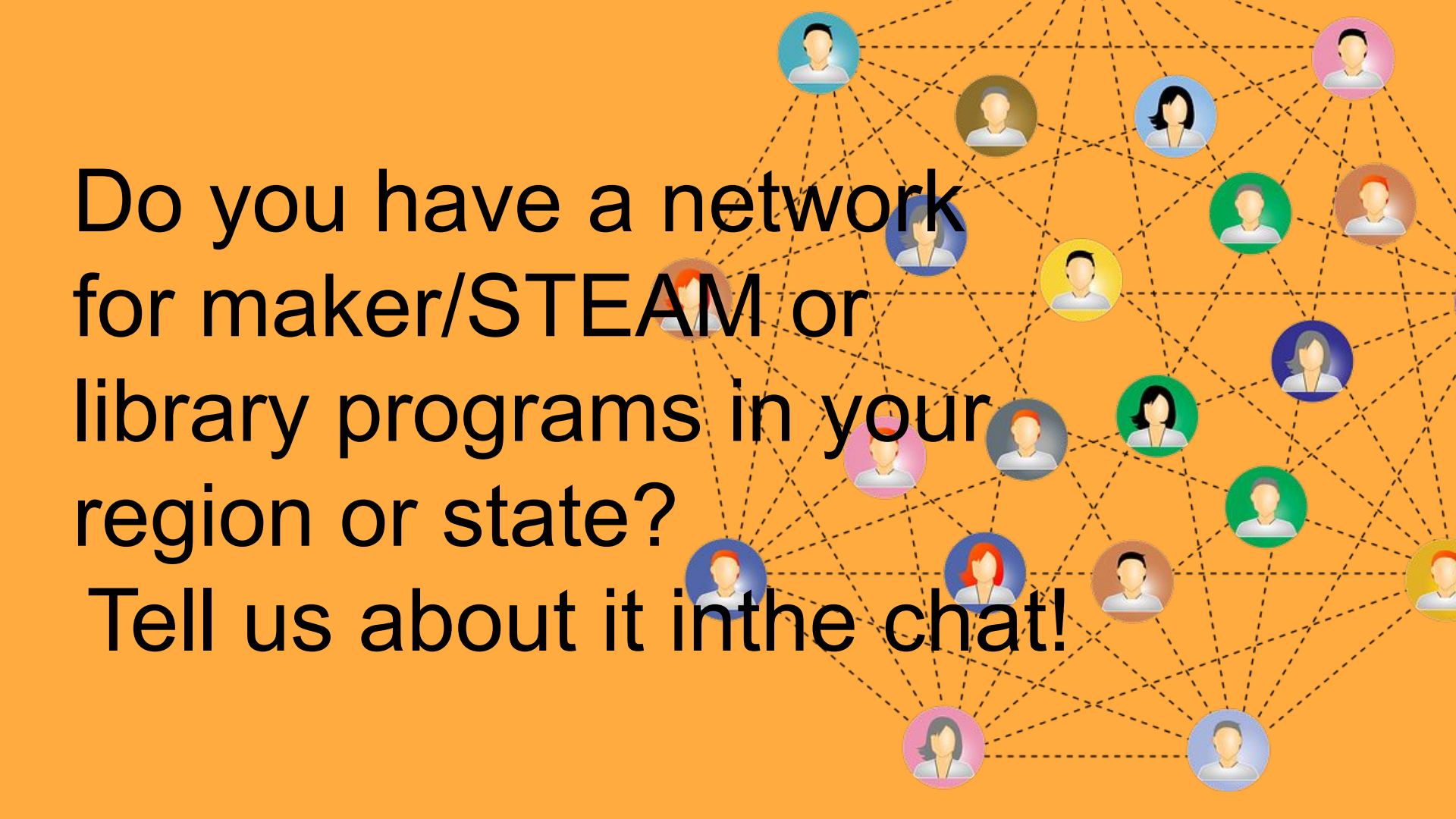
- Up to Date
- Mutual Support
- Problem Solving
- Resource Sharing
- Inspiration
- Joy



Connect Locally, Grow Professionally: Build & Leverage the Whole Maker Ecosystem

Example Berryville

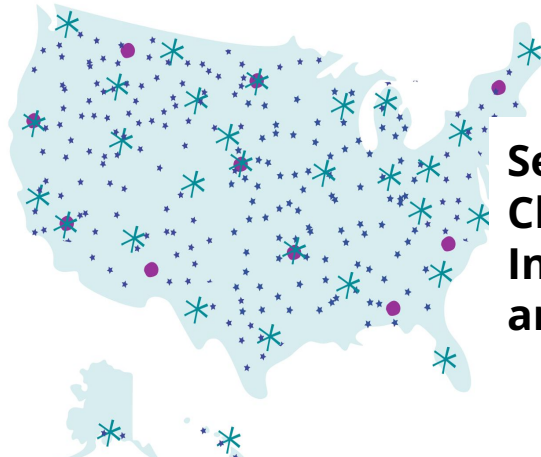
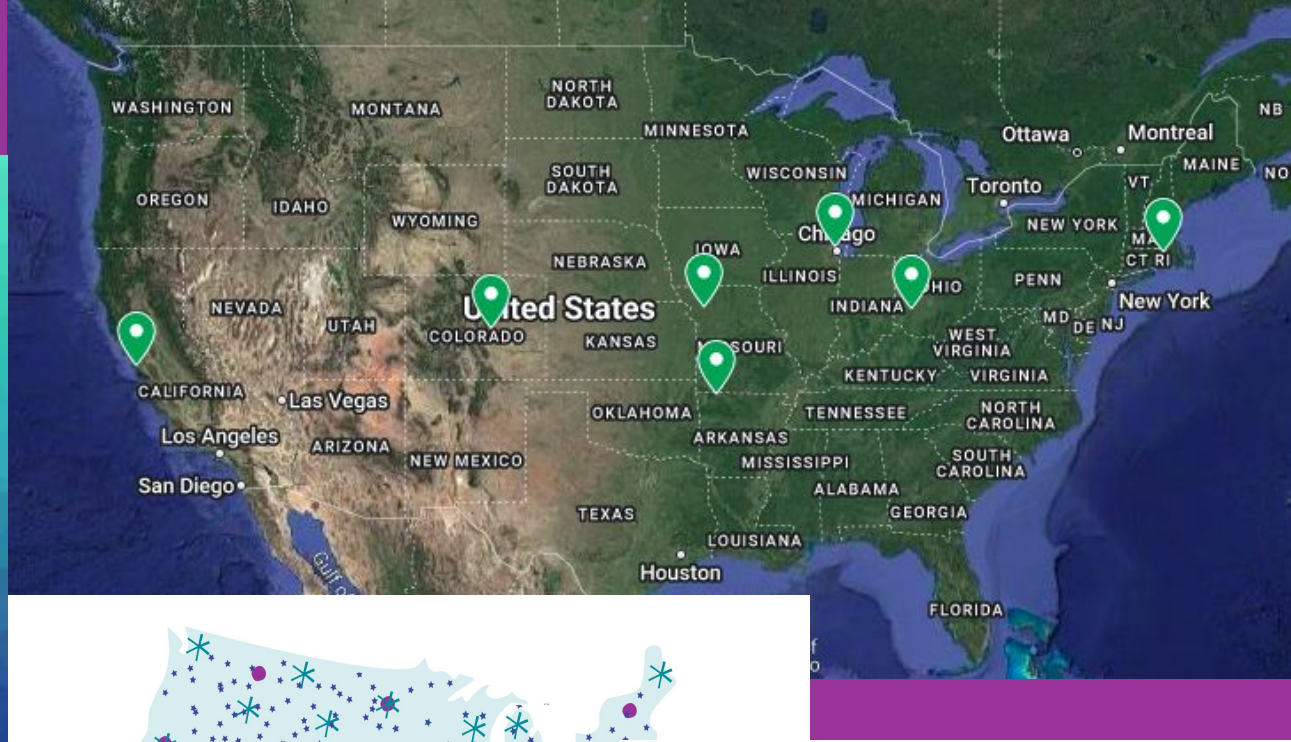
Example San Mateo

The background of the slide features a network diagram. It consists of 15 circular icons, each containing a stylized human figure with different hair colors and styles. These icons are interconnected by a web of thin, dashed black lines, creating a complex network structure. The entire scene is set against a solid orange background.

Do you have a network
for maker/STEAM or
library programs in your
region or state?
Tell us about it in the chat!

The New Face of Library Makerspaces

A LIBRARY
MAKERSPACE
COLLECTIVE



**Seven Libraries are the
Charter Member hubs—
Including Berryville Library
and San Mateo County Library!**

What's Next?

Find us at some upcoming conferences:

NOMCON 2022 in June - www.nomcon.org (online)

Connected Learning Summit July 27-29, 2022 (online)

Play, Make Learn in Madison, WI August 8-9, 2022

Assoc. Of Rural and Small Libraries (ARSL) September 14-17 in Chattanooga, TN

Assoc. Of Tribal Archives, Libraries and Museums (ATALM) October 25-27 in Temecula, CA

Professional Network of Support

Join our Makers in the Library
Facebook Group



Contact Us!

Lisa Regalla, CEO
Regallium Consulting, LLC
lisa@regalliumconsulting.com

Pamela Van Halsema, MLIS
P. Van Halsema Consulting
pamela@pvanhalsema.com

makersinthelibrary.org



SURVEY

Library Makerspace COVID-19 Innovations Survey



How did your library maker program change due to the COVID-19 pandemic?
Did your programs reach different audiences?
What new training did the staff need?
What innovations did you introduce that might continue post-pandemic?

**10 minute
survey for
public libraries
Extended
deadline
May 15, 2022**

makersinthelibrary.org/covidsurvey

This survey is part of the IMLS-funded project [The New Face of Library Makerspaces](#)

Help us spread the word about our our Covid-19 Innovations Survey

makersinthelibrary.org/covidsurvey

This project was made possible in part by the Institute of Museum and Library Services, Funding for this InfoPeople webinar and The New Face of Library Makerspaces project (2021-2023) was made possible in part by the Institute of Museum and Library Services Grant #RE-250100-OLS-21 in partnership with CALIFA, Regallium Consulting, P. Van Halsema Consulting

