



Business and Planning Meeting

April 6, 2017

Piscataway Public Library, Kennedy Branch

Attendance: Michael Marchetti, ManufactureNJ; James Keebler, Piscataway Library; Allen McGinley, Piscataway Library; Doug Baldwin, Piscataway Library; Kate Jagers, Piscataway Library

Guests: Andrea Levandowski, NJ State Library

Minutes: February 27, 2017

Doug made a motion to approve the minutes from February 27, 2017 as submitted, and James seconded. All in favor.

Committee Reports

Site Support

- Doug distributed and reviewed a [2017 Project Summary Statement](#) and a [Committee Report](#).
- Projected attendance doubled from 2016; site participation doubled from 2015
- The majority of our participating sites are schools and public libraries, but all areas saw an increase this year
- Toms River School District individual numbers were not included in the final summary; they reported 18 schools and 12,000 participants
- Classroom Connect was not necessarily successful; the structure is there, but little buy-in from sites. We may continue to try to support it with more promotion.
- Competitions are currently being judged: there were 11 submissions for the Maker Story Contest and 39 for the 3D Design Challenge. A representative from NASA will be choosing the final winner!
- Doug is still planning an in-person meeting of the Site Support Committee to discuss success (or lack of) statewide projects (which are not necessarily universally friendly) and competitions (which seem to be unifying without being restrictive in which to participate)
- We'll post the 2017 Project Summary on our website, perhaps create an infographic for it, and share it with our sponsors

Fundraising/Budget

- James plans to hold a Budget Committee meeting in May (need updated committee members list)

- A deadline of **May 1** has been set for other NJMD Committees to submit budget proposals: Marketing, Outreach, Fundraising, Site Support
- Investors Bank statement was submitted, showing an ending balance of \$7,609.44. The balance does not include the spending cost of the NJMD Tablecloth purchased or the table at the upcoming NJLA Conference
- James also plans to hold a Fundraising Committee meeting; Michael agreed to be added as a member of this committee (updated: [Board Members & Committees](#))
- There was a recent phone conversation with PSE&G's Education Funding/Program Officer, Lisa Gleason. PSE&G is interested in supporting NJMD with additional funding.
- NJ Chamber of Commerce Foundation supports STEM; possible contact: Donna Custard (VP, Technology)

Marketing and Promotion

- For the 2017 event, we used photographers from Jersey Collective. We had 8 volunteers, but we could only confirm 2 that went to a site and submitted pictures.
- We are having some issues with finding information about NJMD programs on some participating sites' websites, and we did not want to send photographers to these sites
- Pictures are all up on the [NJMD Flickr page!](#) James or Allen will embed a slideshow on the NJMD website.
- We are working on a press release for post-NJMD
- Kate submitted an article to be posed on MAKE Magazine's website (no update)
- The Marketing Committee needs to formalize and focus our marketing for NJMD, and make efforts to have local marketing be consistent. The fact that NJMD is decentralized is a good thing, but we need to be sure to tie in and sell our brand.
- We should add a marketing portion to each site meeting
- We discussed seeking sponsorship to provide some sites with "starter packages" (by early bird deadlines?), perhaps setting staggered levels for what sites could receive. For example: Customized artwork; t-shirts; contests to design t-shirts, etc. There is a lot of opportunity to highlight sponsors with these provisions.
- Kate will work on creating a CafePress store for NJMD
- One way to brand ourselves is by consistently using our njmakersday.org email accounts :)
- During the review of our Project Summary Statement for 2017, some discussion of direct marketing to schools in 2018 (principals and school boards, in particular) by creating lists of best practices, examples of successful events, etc.
- In marketing to schools, we talked about webinars that ManufactureNJ has some experience with in connection with the Board of Education. We'd like to create a message and possibly host some webinars in the fall:
 - focus on connecting "makers" to the future job market and individual career pathways

- find a balance of targeting a message for teachers and parents, as well as administration, and figure out what resonates with each audience
- feature videos of people sharing their stories of how they became interested in their career pathways

Andrea talked about the work being done with community colleges and K-12 institutions to meet “65 by 25” -- According to the NJ Department of Labor: the ‘65 by 25: Many Paths, One Future’ initiative [is designed] to help all New Jerseyans find pathways to employment through training aligned to the needs of employers. The goal is to have 65 percent of the workforce equipped with a college degree or industry-valued credential by 2025. Currently, 52 percent of the workforce meets those criteria.

Partnership and Engagement

- No report from the Committee.
- During the review of our Project Summary Statement for 2017, discussed more outreach to Boy Scouts and STEM Scouts; we already have some nice support from regional Girl Scout troops

Board Development

- Mo previously shared the [working document for Board Development](#)
- Discussed the need for a larger effort to bring in school librarians (and others!) onto the NJMD Board
- Deadline to come up with a short list of recommended individuals to approve is **May 12**, so that we can reach out in June and invite them to our July meeting

Old Business

Mission Statement

This was approved at last meeting; has been added to our website

Strategic Planning

Remains a work in progress, to be tabled until July 2017. James, Doug and Andrea will set up a plan for the Strategic Plan.

NJLA Table

- NJMD will have a non-profit table at the NJLA Conference, April 25 and 26. We are booth #312. Details for vendors can be found here: <http://njlaconference.info/content/exhibitor-information-guide>
- We could still use some volunteers to help man the table; the [Doodle Poll link](#) can be sent to NJMD Committee members
- We will work on seeing if we can have power to the table in the exhibit hall
- Allen will create a sponsorship brochure and postcards with 2018 date
- We’ll have a wind tunnel (provided by Dave) where attendees can submit their email or business cards for a chance to win a raffle prize
- We’ll run videos on a laptop (thanks to Doug) or tablet (and thanks to Andrea)

- Kate will bring the official NJMD Robot to the table for photo-ops
- We've purchased a branded tablecloth

New Business

Assessment of NJMD 2017 & Plans for NJMD 2018

- Create best practices for sites hosting events
- Highlight some really good events and marketing on our website; Piscataway will write up something about our Local Makers Market
- Highlight unique approaches to NJMD
- Do we have any influence over the date of the NJLA Makers' Toolkit? We'd love to be able to use this as a platform for promoting ideas for NJMD.
- Create stronger connections with manufacturers and related industries
- Focus on recognizing sponsors, and also ask sponsors to feature NJMD on their websites ("Proud Sponsor of NJMD")
- We aim to update the NJMD website (take down old links, refresh, etc.) by July 1.

Dates for NJMD 2018

Friday, March 9 and Saturday, March 10, 2018

Major Action Items

Board Development:

1. Present written [committee structure](#) with Board-approved updates (James, Kate)
2. **May 12:** Use [Board Development Google doc](#) to create slate to approve for 2017-2018 Board (term beginning July 2017)

Fundraising:

1. Plan Fundraising and Budget Committee meetings (James)
2. Seek committee members and develop role of committees

Marketing & Promotion:

1. Press release for post-NJMD (work in progress - Allen, Kate)
2. **May 1:** Create budget proposal for submission to Treasurer
3. Compile project ideas for website as resources for sites
4. Develop full marketing plan, including specifying target audiences
5. Create plan for recognizing statewide sponsorship
6. Create CafePress store (Kate)
7. Develop some materials that can be provided to registered sites, working with Fundraising Committee and Partnerships & Engagement Committee to seek sponsorship for branded materials. Work on making including sponsorship recognition on these materials as well.
8. Plan for fall 2017 webinars
9. **July 1:** Update website

Site Support:

1. Post 2017 Project Summary to website, possibly create infographic, and share with all sponsors (Doug)
2. Plan Site Support Committee meeting (Doug)
3. Proposal for professional development event fees (James, Kate)
4. Develop plan for capturing information about attendees, like a sample survey (Committee)
- 5. May 1:** Create budget proposal for submission to Treasurer (Committee)
6. Work with Marketing Committee to create best practices for sites hosting events

Partnership & Engagement

1. Create plan for adding, working with, and improving relationships with 2018 partners and sponsors (Dave & Ralph)
2. Seek committee members and develop role of committee

Next Meeting: Friday, May 12, 2017, 10:00am, Piscataway Library, Kennedy Branch