

Inclusion Outreach Strategies

MakeHaven, Updated 2020

A guiding principle of the organization is inclusion:

- Inclusion - We recognize that our community is stronger when everyone is involved and represented. - [MakeHaven Strategic Plan](#)

The plan establishes the objectives:

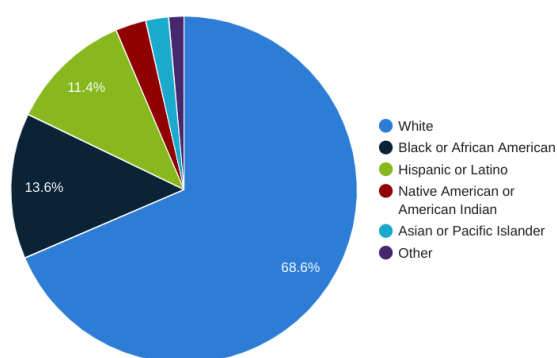
- **Membership: Increase the diversity** of our community (ethnicity, socioeconomic status, education, gender)
- **Organizational Strength: Maintain a diverse and competent board**

With these organizational principles and objectives in mind we aim to brainstorm, evaluate, develop and implement strategies that enhance inclusion at MakeHaven.

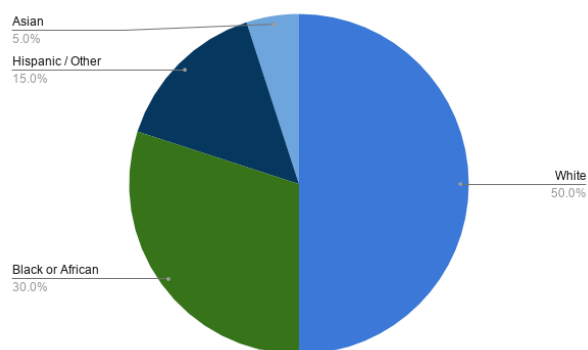
Brainstorm

Group: Racial/Ethnic Minorities

Current Situation: Membership was 91% White in 2015, in 2020 it is 71% White with incoming members last year being 68.6% White, 13.6 Black or African American, 11.4% Hispanic or Latino, 2.9% Native American or American Indian, 2.1% Asian or Pacific Islander, 1.4% Other



Self Identified ethnicity of incoming members in past 365 days as of June 24, 2020.
"Prefer not to answer" removed.



Goal (reflective of community) based on Greater New Haven and New Haven demographics.

Although improvements have been made we have work to do in order to reach the goal of reflecting the community we serve. In particular we need to increase utilization by the African American community.

Identified barriers:

- **Awareness barriers** - Tools and marketing strategies currently employed may not be the most effective in reaching people in predominantly black neighborhoods.
- **Socialized barriers** - MakeHaven's top recruiting method is referrals from friends. If personal networks are not diverse, our recruiting will not be evenly distributed.
- **Presentation barriers** - How the space appears, in member demographic composition and our messaging may not feel equally welcoming to all.
- **Financial barriers** - Prosperity is not fairly distributed. The cost of memberships is a greater burden to those with lower incomes.
- **Transportation barriers** - Lack of access to reliable transportation inhibits utilization of the space and procurement of large materials.

Possible Strategies For Barriers Brainstorm:

Awareness (marketing/external)

1. Identify existing groups for artists, craftspeople or entrepreneurs in communities and establish relationships for marketing.
2. Partner with ConCat, Gateway, Porter & Chester Institute, and other groups with graduates who may be interested in membership
3. Leverage Paid Social Media Reach to market specifically to underrepresented groups (target geography and ethnicity)
4. Identify and share information with neighborhood based groups (community management teams)
5. Programs that introduce making at library branches.
6. Fliers at library branches in neighborhoods also any local message boards.
7. Flyers at key neighborhood institutions/ gathering spots.
8. Host a MakerFaire or other high visibility citywide event.
9. Combine with strategies for geographic recruitment (table at community based events)
10. Produce T shirts, hats or other items, give away at community events.
11. Produce T-shirts or other items to be better brand ambassadors.
12. Partner with community based nonprofit organizations based where more black and brown people live.
 - a. Junta
 - b. NxtHvn
 - c. ConnCat
 - d. IRIS

- e. Other Community Centers (need to list)
- 13. Do activities with organizations with cross city / regional reach
 - a. Community Colleges
 - b. Gather New Haven (Land Trust)
- 14. Work with <https://www.tpfct.org/> The Prosperity Foundation
- 15. Do makehaven popup projects in NewHallville or Dixwell.
- 16. Strategic partnership with New Haven Public Libraries (in Dixwell). (do an activity there)
- 17. NxtHvn and MakeHaven talk more and expand.
- 18. Host a neighborhood based membership drive
- 19. Go to community management teams with an update on what is happening at MakeHaven
- 20. Connect with kids to reach parents. (cool device interact with animals)
- 21. Visit schools with cool maker stuff.
- 22. Microbit, take it out and demo to school.
- 23. Develop kits, that can go out to communities.
- 24. Add maker stuff to display case at library
- 25. A display for people in makehaven to show what people have made
- 26. Do a cookout in a neighborhood. (icicles)
- 27. Bring a screen and print some shirts
- 28. Do outreach specifically about entrepreneurship (ressinate everywhere and motivated people)
- 29. Community popup mask making activity
- 30. Community based popup with food. (after covid)

Socialized (person to person/network)

- 1. Connect with community leaders (underrepresented groups) to gather feedback and input
- 2. Host established programs which have strong participations from ethnicities
 - a. Threads & Needles
 - b. Science fairs (at diverse highschoools, connect with seniors)
 - c. Programs with Doreen Abubakar and her young adult programs
- 3. Trying to leverage (join in and share makehaven message) other programs that are now doing remote activities during COVID.
- 4. Followup outreach to people involved in little library building program
- 5. Existing members from the desired group, volunteer to go to locations and personally testify to their experiences.
- 6. Continued outreach to veterans, particularly minority at Errera Center
- 7. Partner with Southern CT Black Chamber of Commerce. <http://www.scbcc.us/>, offer benefits to members.
- 8. Invitation for tour to leadership of local black churches, make case for empowerment of making as aligned with church goals.
 - a. Followup conversation with The Reverend William L. Mathis, J. D., M.Div., Director, Black Church Studies

9. Have meetups around sub interests that attract diversity of people. (sewing is example of bringing in different)

Presentation (Welcoming Physical/digital space/internal)

31. Develop programming that appeals to (based on feedback / research) underrepresented and prospective members.
32. Build strength in equity, diversity, and inclusion among MakeHaven's leaders
33. Offer classes in Spanish? Signage in spanish, translate tools videos. Identify on website spanish speaking volunteers/facilitators.
34. Collect data on why minorities end membership with exit interviews. EXPLAIN
35. Improving look of entry to space (long hallway)
36. Develop library of images of makers of different ethnicities with their created objects, with quotes from them. Use in hallway and other media / outreach.
37. Approach employers with high percentage minority employees to offer corporate sponsorship/discount/relationship. (i.e. Yale office of facilities, operations and management; CT transit drivers; municipal agencies, town green street team)
38. Make the website more understandable and easy to navigate
39. Diversify the [Board of Directors](#), facilitators, staff.
40. Make website more mobile friendly.
41. Review and update [marketing personas](#) to reflect different backgrounds and understand potential customers.
42. Review overall [marketing plan](#) and incorporate top strategies from this brainstorming.
43. Recommend new metrics for [strategic plan](#) which prioritize minority recruitment.
44. Partner with William Caspar Graustein Memorial Fund wcgmf.org/home or others to host conversations at MakeHaven for better understanding and building welcoming environment.
45. Learn and consider [Language](#), [research and advice](#) on topic
46. Empathy training for facilitators / staff
47. Feedback from small sample of African American network (of Jay) gave feedback that anything related to artistic and digital music production related (exploration related). These themes resonated in several conversations.
48. Drum fixing drum making workshop.
49. Diversity development to do some training
50. Work with the city government. Let them know we are specifically working on diversity.
51. Church leaders.

Financial (Out of Pocket Expense / Small business)

1. Increase visibility of [scholarship program](#) on website
2. Offer reduced price / or pre approved scholarship through partner orgs.
3. Figure out the Business problems (for inventors and startups in disadvantaged communities). Reach out to minority small business owners about how MakeHaven can help solve problems.

4. Participation in Community Foundation Inclusive Growth initiatives.
<https://www.cfgnh.org/articles/inclusive-growth>
5. Videos aimed at homeowners- to save money. Show value of home repair and other maker skills.
6. Grants/ micro loans to assist minority small businesses get started. Maybe partner with
<https://www.capitalforchange.org/>
7. [The Greater New Haven Business Professional Association](#) (GNHBPA) to provide opportunity / discount to their members.

Transportation Barriers (Getting here)

1. Evaluate barriers to membership, including pricing, transportation, and parking.
 2. Highlight bus routes and transportation in materials/ website.
 3. Paper flyers include public transportation options
 4. Provide a scholarship that includes bus pass
 5. Have one time bus vouchers people can pick up / validate at space for return home
 6. Establish deal with rideshare for discount trips to and from MakeHaven and disadvantaged communities
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Group: Economically Disadvantaged Individuals

Goal: Everyone who desires to access MakeHaven can regardless of income.

Possible Strategies:

52. Offer organization sponsored memberships to other non-profits serving these communities. i.e. Give Columbus House two discounted memberships that they can assign in 6-month blocks to two of their community. Columbus House would take responsibility for their behavior in the space and be responsible for issue resolution. We could make the same offer to pastors at some area churches, veteran job placement, etc.
53. Offer special classes or reduced price or other incentives for people recruited through selected community organizations. When someone 'graduates' from the above option, they are given the opportunity to pick up their own membership for discounted rate. (or become a community animator if suitable)
54. Reduced price memberships for people with certain yearly income or who can somehow prove need.
55. free events for nonmembers/interested members
56. think about community animator version that is sensitive to shorter-term commitment

57. Outreach to individuals in shelters with trade skills through (Phil, member and outreach worker)
 58. Outreach to Veterans who have skills through veterans groups
 59. Reach young artists in gap year before college
 60. Send notices to highschools / target seniors (offer a tour)
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Group: Women

Current Situation: Membership was 87% male (2015), now in 2020 the composition is of incoming members in past year is 56.3% male, 41.3% female and 2.4% other.

Possible Strategies

- Research, identify and procure equipment and activities attractive to women. Likely informed by answers to interest surveys on Meetup in survey.
- Reposition events and activities to be more female friendly.
- Market MakeHaven activities to women using Pinterest and similar media outlets.
- Promote family membership option to members who have female partners.
- Host an event with organized group of women (professional groups,)
- Host series of events specifically just for women. Possibly in areas which are typically dominated by men.
 - Could this be dinner and/or wine with some events? Thinking of the success of the drinking & painting events that are popping up everywhere. Another idea would be to advertise the ability to host a private workshop. For a fee (\$250?), a member could host a workshop night for their friends. I could see Shawna getting a group of 5-8 of her girlfriends together to come in and work on projects together, particularly if the materials were here and there was a person to guide.
- Hire a speaker to highlight women in making to interest community
- Focus on retention of current female members.
- Re Recruit lapsed female members.
- Promote stories and images which show women making.
- Have a female member present at PK
- Have the space cleaned professionally once/twice a month (JN)
- Continue space-organization push
- FAQ on website about lots of topics including levels of support and guidance and workshops
- public forum/member plus spouse meetup about support available from makehaven and new structure of the place. new initiatives.

Group: Disability

- Signage about inclusion, and offering adaptive solutions on request.
 - Marketing and advertising that includes people with visible disabilities working in the space.
 - Max about the website
 - Disability and people who use mobile phones
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Group: Undefined

General Outreach Ideas

- Make an appeal to people at Yale and CEID
- Have push to encourage current & former & prospective members to join all media outlets we're using (youtube, twitter, pinterest, facebook...) to increase reach and sharing.
- have card w/ list of all media options (youtube, twitter, pinterest, facebook...) that we give people when they sign up at open house or event
- host event with 'bring a spouse/significant other' and 'bring friends'
- give all members some makehaven swag that will double as advertising (e.g., fridge magnet made with laser cutter or 3D printer; makehaven bumper stickers w/ vinyl cutter; t-shirt; christmas tree ornament?; beer cozy w/ embroidered makehaven; awards for being member for longer retention (e.g., t-shirt))
- Partner with chamber of commerce or manufacturing association.

Priority Implementation

Selection, description and actions of 4 top most powerful strategies which can be implemented now.

Priority Outreach Strategy

Strategy: : Invitation to black leaders for tour. Ask for flyer distribution and lay groundwork for figure outreach "tabling events".

Detailed Description:

Tasks:

Priority Experience / Facility Strategy

Strategy: Recruit a more diverse set of volunteer facilitators.

Detailed Description:

Tasks:

- Commit time to interpersonal interviews and recruitment.
- Identify makers (educators) of color within broader MakeHaven community

Priority Financial Strategy

Strategy: Promote flyers that highlight the opportunity for scholarship funds

Detailed Description: Print out flyers with information on MakeHaven and Scholarship fund process.

Locate flyers at

- All public libraries.
- Concat

Priority Network Strategy

Strategy: Get Town Green Ambassadors setup with memberships

Detailed Description:

Tasks/questions:

NEXT STEP; for each flesh out details and solicit feedback from committee members about what volunteers tasks can be done to share work.

Priority to Develop/Learn More (pipeline)

Selection, description and actions of 4 top most promising strategies which need research and development. .

Priority Outreach Strategy

Strategy

Detailed Description:

Tasks/questions:

Priority Experience / Facility Strategy

Strategy:

Detailed Description:

Tasks/questions:

Priority Financial Strategy

Strategy:

Detailed Description:

Tasks/questions:

Priority Network Strategy

Strategy:

Detailed Description:

Tasks/questions:

2024 Updates: