CHAPTER 17

Case Study: Georgetown University, Gelardin New Media Center & Maker Hub

This case study was provided through an interview conducted by the author with Beth Campolieto Marhanka, the director of Gelardin New Media Center & Maker Hub.

17.1 TYPE OF SPACE OFFERED

Hybrid: The space started out as a Digital Media Center, but offers data visualization workshops, a Maker Hub, and Virtual Reality.

17.2 MAIN IMPETUS FOR PROJECT

At the beginning (in 2001), the New Media Center's focus was more about digitizing our collection. We wanted to give people the tools to take anything in our collection and use it in a digital format. As it has become easier to produce media, we have seen a demand for media production and have grown to meet that need on campus. We have also grown our offerings over time to include more technologies as they become available.

17.3 BRIEF TIMELINE OF PROJECT

2001
- The Gelardin New Media Center is opened with seven editing suites, one production studio, a multimedia instruction classroom, and equipment such as scanners. Two VHS Camcorders and one Mavica Floppy Disc Camera were available for circulation.

2008
- The CoLaboratory is opened with four group-editing stations with large monitors and seating/tables for groups.

- Link to the CoLaboratory: https://www.library.georgetown.edu/gelardin/equipment/multimedia–colaboratory–room–158

2013
- The first iteration of the Maker Hub is opened in a small staff area in November.
- We began to teach data visualization classes.

2014
- 3D printing is introduced into the space.

2016
- The Maker Hub is opened in October in a section of the library that was formerly the Government Documents Stacks, and the Idea Lab is opened in a space that was formerly a microforms reading room.

2017
- Today, the loanable technology has over 500 kits that contain over 2000 pieces of equipment, including cameras, camcorders, audio equipment, tablets, e-readers, gaming, and virtual reality headsets. To learn more about the equipment available for checkout, please visit: https://www.library.georgetown.edu/gelardin/equipment

17.4 APPROXIMATE COST OF PROJECT

The initial renovation cost around $1 million.

The Maker Hub had an initial startup of $10,000 for supplies and equipment and an additional $35,000 has been spent on equipment and supplies. Some of this money was spent on the removal of shelving and the installation of new electrical and keypad door locks. Around $25,000 has been spent on the space renovations.

There is a stipend of $3000 every year by the Music department to support the classrooms and their technology, since they host semester-long classes in the rooms.

The spaces and equipment are partially funded by endowments.

17.5 CAMPUS PARTNERS AND THEIR ROLE

- The Music department pays a stipend to use the classrooms for seated credit-bearing courses.

- The Center for New Designs in Learning and Scholarship (CNDLS) has been a collaborator for new ideas, especially for faculty collaborations. One of our staff video producers works with CNDLS to produce massive open online courses (MOOCs) and other online courses. Although MOOCs have waned in popularity, Georgetown is still creating a handful of them and continuing with the ones that were developed.
- We have partnered with the Career Center to provide LinkedIn workshops. The Career Center teaches students how to use LinkedIn and the Media Center does headshots for participants and shows them how to incorporate digital media into their profiles. We also offer a self-branding workshop, which is a full-day workshop on online personal branding.
- We have worked closely with the University Human Resources to spread awareness of our campus's site wide access to the online training platform Lynda.com. Our collaboration with HR also led to a certificate program for university staff on presentation design and delivery. The public speaking portion of the course was taught by a Georgetown Business professor and New Media Center staff led the presentation design content, which included data visualization and how to design a Prezi.

17.6 OUTSIDE PARTNERS AND THEIR ROLES

- An alumni donor, Jacques Gelardin, gave the initial funding and an annual endowment fund.
- The Picchi Multimedia classroom was donated by the Picchi family.

17.7 DID YOU VISIT OR RESEARCH ANY OTHER SPACES FOR IDEAS BEFORE STARTING THE PROJECT? IF SO, WHICH ONES?

The Director of the Gelardin New Media Center took a sabbatical and visited 20 libraries, including 10 public libraries and 10 academic libraries. She visited the libraries at North Carolina State University, Northeastern University, UVA, the Washington, DC Public Library, and the University of Delaware. Some of the ideas that came from this research were to renovate an existing microforms reading room down the hall from the media center into the makerspace and Idea Lab. The Idea Lab includes a space

to try out virtual reality. We also purchased patio furniture for an area next to the library after seeing several welcoming and heavily-used outdoor seating areas at other libraries.

17.8 DID YOU CONDUCT A NEEDS ANALYSIS OR ANY OTHER TYPE OF ANALYSIS? DID IT REVEAL ANYTHING SURPRISING?

We do quite a bit of assessment. An example is that we conducted a survey when we opened the Maker Hub to ask what people wanted in the space. We were surprised to learn that there was a strong interest in lower-tech equipment, like a sewing machine and woodworking tools. The button maker has ended up being one of the most popular tools in the space.

17.9 LESSONS LEARNED DURING RESEARCH OR BUILDING PHASE

One of the problems we have run into is with staffing. You need to have someone dedicated to work in the area who knows what he or she is doing. This person needs expertise in at least two of the kinds of equipment offered in the space and a willingness to be able to learn the rest. There also needs to be time and resources devoted to developing the space. In our Maker Hub, we hired a 20-hour a week employee. He has gotten a community going with an interest in using the space and sharing their skills with others. We now have a community of 30 volunteers! Each person commits to working 2 hours a week during the Hub's open hours, and then they can use the space anytime they want—nearly 24/7. We have installed keypad locks on the door and each staff person and volunteer gets his/her own code so we can monitor access to the space. Due to the fact that it is not staffed 24/7, we have installed security cameras and anyone using the Hub must sign a liability waiver.

17.10 EXAMPLES OF STUDENT PROJECTS

Our CoLaboratory space sees a lot of groups of students working together on projects for courses. An example would be the social justice documentary film class being offered through the Film Studies program and the Studio and Sound Editing class from the Music department. We offer Premiere and ProTools to the students and after they are

Picture 17.1 Georgetown CoLaboratory.

finished with the class, they still have access to all of the equipment and software. Students can stay 24-hour, if they get in to a room before the service desk closes. We have a student showcase gallery that can be viewed here: https://www.library.georgetown.edu/gelardin/showcase (Picture 17.1).

17.11 EXAMPLES OF FACULTY COLLABORATIONS

Each year, we have a showcase that highlights projects that were created with the New Media Center or Maker Hub resources. Many of these are collaborations between faculty and Gelardin staff. We have a faculty showcase gallery that can be viewed here: https://www.library.george-town.edu/gelardin/showcase/faculty

17.12 USAGE STATISTICS AND METHOD OF COLLECTION

- LibAnalytics for any questions asked at the service desk, or by phone, email, and chat
- Circulation statistics from Webcheckout for the loanable technology
- Workshop and instruction attendance which we collect using Eventbrite

17.13 ANY OTHER TYPES OF ASSESSMENT COMPLETED

- Customer satisfaction surveys
- Feedback from workshop and event participants

17.14 LESSONS LEARNED AFTER OPENING THE SPACE

It is best to have an experimental philosophy in a place like the Gelardin New Media Center. We are constantly looking around to see what other schools are doing to help us come up with ideas about how to enhance our services, resources, and spaces. We have recently set aside one of the editing rooms for stop-motion animation projects, which require an extended period of time to create. Creators also need to be able to leave their stop-motion projects and come back to them exactly the way that they left them. Another example is that we found that we needed to be open after 11 p.m. when we realized that students were still working on projects when we closed, so we changed the rules to accommodate the students' schedules. Any students who arrive before the service desk closes can stay in the space overnight.

17.15 CONTACT INFORMATION FOR THIS SPACE

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