



KEY CONSIDERATIONS FOR DESIGNING STUDENT-FOCUSED INNOVATION SPACES

March 15, 2017 :: 1:00 - 2:30 p.m. EDT

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Create spaces on campus that promote student creativity and entrepreneurship.
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OVERVIEW

Get an overview of different types of student-focused innovation spaces that campuses across the country are creating, and learn tips for starting your own project. Our expert instructor from The Garage at Northwestern University will give you suggestions for how you can better define your future innovation space by helping you answer key questions, such as:

- What is the driving mission and vision of your space?
- Do you need a new facility or can you renovate an existing one?
- What should the look and feel be within the space?
- How do I market my space to current and prospective students?
- How do you create partnerships within the campus and with industry?

After participating in this webcast, you will be able to immediately begin defining your own innovation space.

A VISUAL LEARNING EXPERIENCE

As a part of this webcast, you will see pictures of innovation spaces on multiple campuses. Seeing these different spaces will allow you to better understand what these spaces look like and have a more informed conversation about starting your own initiative.

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www.academicimpressions.com/webcast/key-considerations-designing-student-focused-innovation-spaces



WHO SHOULD ATTEND

This webcast is designed for institutions looking to plan or adopt a student-focused innovation space, which could include professionals from a number of different areas on campus, including:

- Provost
- Deans
- Space planners
- Directors of facility management
- Architects
- Project managers

LEARNING OUTCOME

After participating in this online training, you will be able to take initial steps to define your innovation space on campus.

CONTACT US FOR MORE INFORMATION

Contact Michelle Sponholz, Associate Program Manager at michelle@academicimpressions.com or 720-496-4492 if you'd like additional information about the program.



AGENDA

Wednesday, March 15, 2017 :: 1:00 - 2:30 p.m. EDT

- ➔ **The “what”: Defining and viewing the different types of spaces**
 - Innovation center
 - Maker space
 - Incubator space
 - Accelerator space
- ➔ **The “Why”: Making a case for an innovation center**
 - Addressing a student need
 - Remain competitive and relevant
 - Retain students and staff
 - Forge connections between industry and academia
- ➔ **The “How”: Building a student focused innovation center**
 - Developing a mission, which aligns with the strategic goals of the institution-sample questions
 - Creating a physical space that promotes innovation-institutional pictures
 - Branding and marketing the space to the campus and community

INSTRUCTOR

Melissa Kaufman, Executive Director, The Garage, Northwestern University

Melissa Crouse is the Executive Director of The Garage, the hub for student entrepreneurship and innovation at Northwestern. Melissa is an exGoogler, Startup veteran, and entrepreneur with a decade of experience at consumer technologies companies in Silicon Valley. She has worked in-house at Google, YouTube, Polyvore (acquired by Yahoo) and Luvocracy (acquired by WalMart Labs). Most recently, she built her own influencer marketing agency called Storylark. Melissa holds a B.A. in computer science from Dartmouth College.



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