Culture Mashup: Community Engagement + emerging technology

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Articulate a need

What area are you working in? health, environment, etc.

What issues are priorities or interests?

Partners: Who might benefit from this work? Who will be most impacted by these decisions?

Others:
- Researchers
- Technical people
- Community organizations

Plan agenda, send invitations, reserve meeting space

Tour innovation lab, meet the staff, and meet the technology

Collaborate on social innovations:
listen and learn, share ideas, (((prototype, test), repeat implement), repeat)
Culture mashup: Community engagement+ emerging technology (transcript)

engagement opportunities initiate culture in an innovation lab
(click to scan or participate)

Welcome!
share your ideas
Carol Sevin – sevin@ksu.edu
Kansas State University Libraries

Get started
Articulate a need
What area are you working in? health, environment, etc.
What issues are priorities or interests?

Gather partners
Partners: Who might benefit from this work? Who will be most impacted by these decisions?
Others: Researchers, technical people, community organizations

Meet up
Plan agenda, reserve meeting space, send invitations
Tour innovation lab, meet the staff, and meet the technology
Collaborate on social innovations: listen and learn, share ideas, (((prototype, test) repeat, implement) repeat)

Come again!

Image description: Room converted to video studio with three chairs in center, video cameras and studio lights on tripods around the chairs, and a green screen on the back wall
Image source: www.unf.edu/cirt/edmedia/digitalvideo/CIRT_Video_Studio.aspx

Image description: Student in a cave automatic virtual environment (CAVE) wearing a virtual reality headset. Projectors from the ceiling display images of a city skyline on three walls of the room.
Image source: www.cityu.edu.hk/lib/about/newsletter/article/article_201705_01.htm
In this poster we suggest opportunities for facilitating engagement processes in an emerging technology center. We present the center as a venue for groups and individuals to develop relationships and collaborations while addressing issues in our communities.

We explore using this space for projects that will connect the university and public. Your ideas will inform our decisions related to programming, outreach, policy, equipment, staffing, etc. as we set up a culture which supports community engagement through interdisciplinary collaboration on media and design projects. We would like the space to be inviting and welcoming and user-centered and to express our values of innovation, inclusion, and empowerment.

On the poster we have included QR codes and links for you to share ideas about using technology to creatively discover and approach community interests and needs.

Introductions

In November 2019 the Sunderland Foundation Innovation Lab coordinating committee was charged to “develop and implement a state-of-the-art innovation lab in Hale Library that will introduce students, faculty and others in the community to cutting edge technologies, e.g., artificial intelligence, virtual reality, media production, and makerspace” (Goetsch 2019).

To prepare for the variety of audiences and activities in this new space, we have shared interactive presentations with audiences at venues related to research, teaching and learning, and diversity and inclusion. We look forward to building on those ideas by brainstorming with you around how we might encourage and support engagement in this space.

Who are we? We are members of the Sunderland Foundation Innovation Lab coordinating committee. The committee consists of innovators, makers, fabricators, educators, connectors, librarians, technologists, facilitators, and enablers. We will share those roles and others with future student staff and the innovation community as the space develops.

As members of the committee we share the values listed above and make these assumptions

- everyone can teach and learn
- technology is a means not an end
- the process is as important as the product
- individuals and communities are experts of their lived experiences

Who are you? Introduce yourself with several phrases describing your role in the community.

Definitions

The Carnegie Foundation defines engagement as "collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity" (2020).
Academic literature examines a **culture of engagement** in the context of culture change or defining, analyzing, or assessing culture at an institution or organization. Elements of engagement culture include reciprocal public-private partnerships, sharing knowledge and resources, and working together to improve society (Carnegie 2020).

Innovation labs, makerspaces, and **emerging technology centers** are places for exploring possibilities and learning through collaboration, experimentation, and prototyping. The lab at Hale Library will have virtual and augmented reality systems, 3D printers, and recording studios along with training resources and in-person support to share with users (aka **innovators**): faculty, students, and community organizations and individuals. We will also have staff and technology for off-site demonstrations and equipment available for innovators to checkout.

Creating, innovating, collaborating, and learning through hands-on exploration are the primary activities in emerging technology centers. Elements of the **innovation culture** in these spaces include embracing the unknown, experimenting, making mistakes, and exchanging skills. Community design is a common source of innovation projects as noted by the authors of a report on maker culture in K12 settings, “Many experiencing the empowering culture of making develop greater self-efficacy and a strong desire to apply their skills in the community” (Edouard et. al.).

Organizational culture as defined by Keyton is “a system of artifacts, values, and assumptions that emerges from the interactions of organizational members” (2005, p. 28). Culture is revealed through “creating and enacting rites, rituals, and ceremonies; practicing norms or procedures; using specialized language; and telling stories or using metaphors” (Keyton 2005, p. 28). Connecting with diverse audiences at this stage in the development of this space will affect manifestations of culture observed and experienced by the future users of the space.

**Process**

Our poster outlines how the innovation lab can support community projects by being a venue for mixing these two cultures in different steps of a design process. We acknowledge that the design process is non-linear and your project’s process may have different steps. We invite you to join us in a discussion of how technology helps you achieve your goals and what expectations you would have for a space like ours supporting a project like yours.

**Step 1: Describe a topic of interest and/or articulate a problem**

Don’t have any ideas? Explore the links below or come to an event in the space to get ideas and meet fellow innovators.

**Open IDEO challenges** – These challenges are “guided idea accelerators that give people worldwide the design tools, connections, and support to build solutions for tough societal problems.... The primary goal of Challenges is to invite people to create and advance ideas over the course of three to five months, ideally spending at least a couple hours a week building solutions. The more you put into the process, the more you can expect to get out of it. There are lots of ways to get involved depending on your skills and capacity, from sharing quick feedback to hosting events. Be sure to read the Brief for every Challenge, as each one may offer different opportunities to jump in as the Challenge progresses.”
**+Acumen Courses** (links to free courses) – Acumen Plus is an online learning platform which hosts classes for tackling social change. Several of these classes have curriculum on finding and solving problems, for example *Introduction to Human-Centered Design*, *Social Entrepreneurship 101*, and *Systems Practice*.

**Sustainable Development Goals** – These goals from the United Nations “a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.”

Others: [TED Talks](link to topic: community page), [CNN Heroes](link to topic: community page)

**Step 2: Find partners or stakeholders**

Make an appointment with a librarian to find individuals or organizations on campus or in the community. Learn about some community members and organizations from these local directories:

- [Kansas community organizations](link to topic: community page)
- [City of Manhattan Advisory Boards & Communities](link to topic: community page)
- [Kansas State University campus organizations](link to topic: community page)
- [Kansas State University faculty experts](link to topic: community page)
- [K-State Scholars](link to topic: community page)

**Step 3: Host an event and use the space**

Meet with staff to learn about the tools and resources available. A first meeting (or pre-event meeting) might include a tour of the lab and use of collaborative spaces in the library with whiteboards and large monitors for brainstorming. Other meetings might use specific areas in the lab to design or develop media or physical products. Examples:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Product</th>
<th>Technology (training and support included)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness</td>
<td>Podcast</td>
<td>Recording studio, recording equipment, video studio, one button studio, video equipment</td>
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<td></td>
<td>Film</td>
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<tr>
<td>Build empathy</td>
<td>Virtual experience</td>
<td>Virtual reality headsets, high processing computers with rendering software, 360 cameras</td>
</tr>
<tr>
<td>Design a product or service</td>
<td>3D object or representation of a product or service</td>
<td>3D printers and makerspace (workbenches with handheld tools and equipment for small electronics)</td>
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Acknowledgements

Thanks to Alice Anderson for brainstorming and whiteboarding ideas for engagement in this space. I am also grateful for thoughtful leadership of the coordinating committee in planning for the flexible use of this space.

References


