

# I PRO 333 TIMELINE FALL 2009

WHEN CAN I PRO 333 BE RETIRED?

THE I PRO 333 TEAM SET A SERIES OF LONG TERM GOALS THAT NEED TO BE REACHED FOR THE FAB LAB TO BE SUCCESSFUL INCLUDING:

DEVELOPMENT OF NEW PROJECTS  
WEBSITE DEVELOPMENT  
WEEKLY OPEN ACCESS DEVELOPMENT  
STRUCTURED STUDENT EVENTS  
QUARTERLY MEMBERS' EVENTS  
DONORS' EVENT

SELF-SUSTAINED LAB  
TICKETED EVENTS  
RETURNING USERS  
FULL TIME STAFFING  
AN ESTABLISHED IDENTITY

# MARKETING

## Overview

To market the Fab Lab to MSI members and visitors, the I PRO team used a variety of marketing techniques. Marketing and advertising of the Fab Lab began to become a main focus for the I PRO team this semester. This can be noticed by examining the work and accomplishments of this I PRO team with regards to its marketing campaign.

**MUSEUM OF SCIENCE AND INDUSTRY**

## WHAT IS A LEARNING LAB?

**\$90 PER LAB**

- Facilitated, focused, hands-on learning experiences for school groups
- Multi-disciplinary and aligned with Illinois State Learning Goals
- Learning Lab Guides provide vocabulary and pre- and post-visit activities, along with additional resources to extend and enhance the content of each lab
- LENGTH - 65 minutes • CAPACITY: 30 students
- Tuesday-Friday at 10:15 & 11:45 am

**SIMPLE MACHINES**  
Focusing on the energy and work behind simple machines, students learn important concepts through hands-on activities and engaging demonstrations. Students complete a challenge using simple machines, such as levers, pulleys and inclined planes.  
3rd-5th grade

**MUSEUM CRIME LAB**  
Students use forensic science techniques to solve a crime that has occurred at the Museum. Investigative teams analyze crime scene evidence using fingerprint analysis, chromatography, white powder analysis and microscopy techniques.  
4th-8th grade

**TESTING THE WATERS**  
Become an environmental scientist and analyze the health of a Chicago-area water source! Students work in teams to explore the watershed and use environmental science methods to determine the quality of water samples.  
4th-8th grade

**CITY SCIENCE: BUILDING BRIDGES**  
Explore the basics of structural design in this Learning Lab. Students design, build, and test bridges all while exploring potential careers.  
4th-8th grade

Museum of Science and Industry • 57th Street and Lake Shore Drive • Chicago, IL 60637 • [www.msichicago.org](http://www.msichicago.org)

MSI advertising for Learning Lab Educational Programs.

I PRO 333 is working with MSI advertising staff to include publicity for the Fab Lab in conjunction with the Learning Labs.

**MUSEUM OF SCIENCE AND INDUSTRY**

## LIFE BEGINS: PUBERTY, REPRODUCTION AND PRENATAL DEVELOPMENT

Life Begins is offered in partnership with the Robert Crown Center for Health Education and features a focused exploration of the Museum's Prenatal Development exhibit. Facilitated by a trained health educator, Life Begins explores the topics of puberty, reproduction, prenatal development and the birth of a baby.  
5th grade  
OFFERED TUESDAYS ONLY.

**RENEWABLE ENERGY: CARS OF THE FUTURE**  
See the next generation of energy! Students engage in hands-on activities to explore new technology, specifically hydrogen fuel cell cars, and discover how some of the latest renewable resources work.  
6th-10th grade

**EVIDENCE LAB**  
Immerse yourself in the world of crime scene investigation. Students use hands-on forensic science techniques such as DNA analysis, bullet analysis, blood spatter analysis and trace evidence analysis to solve a crime.  
8th-12th grade  
75 MINUTES

**SUBMARINE LAB**  
Students tour the historic submarine and participate in hands-on activities as they explore the science and history behind the U-505.  
4th-8th grade  
OFFERED AT 10:00 AM ONLY.

**RESERVATIONS**  
Learning Labs are offered during the regular school year from October to June. Call (773) 684-1414 to schedule the program. Please have several dates in mind. Learning Labs must be booked at least one month in advance.

**QUESTIONS**  
Call the Education Coordinator at (773) 684-9844, ext. 6254 or email [Learning.Lab@msichicago.org](mailto:Learning.Lab@msichicago.org) with questions or for specific information on lab content.

Museum of Science and Industry • 57th Street and Lake Shore Drive • Chicago, IL 60637 • [www.msichicago.org](http://www.msichicago.org)

## Internet Marketing

One such technique included updating the Museum of Science and Industry website to include a page dedicated to the Fab Lab. Previously there was no recognition of the Fab Lab or its existence at MSI. In order to update the website, team members held several meetings with MSI advertising staff and demonstrated how the Fab Lab could be one of the primary exhibitions at the museum. The website is currently being fabricated through the Museum's marketing department.

## Wikipedia

Another method used by the marketing team was the creation of a Wikipedia page. This page includes details about the IIT I PRO involvement with the MSI Fab Lab, as well as a list of current, future, and completed projects, a list of the tools available at the MSI Fab Lab, and an explanation of what a Fab Lab is. The Fab Lab Wikipedia page link was also placed in various other Wikipedia articles to expand its accessibility to Internet users. The page also includes images that showcase the equipment and overall arrangement of the Fab Lab.

**Fab Lab MSI**  
From Wikipedia, the free encyclopedia

Fab Lab MSI (Fabrication Laboratory at the Museum of Science and Industry (Chicago), Illinois) - The Fab Lab MSI is a small scale workshop that uses various machines to create both prototypes for individuals and small projects for museum members and visitors. The idea behind the Fab Lab is to be able to learn how to use various machines to build "almost anything".

The lab is located in the innovatoris (the ball enterprise) section of the museum, next to the **Toymaker 3000**

This Fab Lab is part of 34 other Fab Labs found in 10 countries, all of which started in the Media Lab at MIT. These labs are all interconnected, although the idea is for each lab to become independent yet keeping with the same concepts and ideas

The equipment found in the Fab Lab at MSI includes:

- 1 **Laser cutter** - sheet material cutting
- 2 **Modela milling machines** - 3-d milling and scanning machine
- 3 **CNC machine** - computer controlled mills, lathes, etc
- 4 **Computer labs** - computers equipped with various software for any lab project as well as conference calling
- 5 **Vinyl cutting machines** - used to cut and create vinyl projects
- 6 **Electrical stations** - stations with an abundant amount of electrical equipment (anything from circuit boards, resistors and LED lights to solar panels and small LCD screens)

**Contents** [hide]

- 1 Illinois Tech and the Fab Lab
- 2 Previous Projects
- 3 Future Projects
- 4 See Also
- 5 Support for this Fab Lab
- 6 Contributions

Visit the Fab Lab Wikipedia Page  
[http://en.wikipedia.org/wiki/Fab\\_Lab\\_MSI](http://en.wikipedia.org/wiki/Fab_Lab_MSI)

## Additional Advertising Material

The new brochure shown for I PRO Day 2009 was also created so that it can be used throughout the museum. The marketing plan is aimed to collaborate with MSI employees, I PRO team members, museum members, and educators. This collaboration will lead the I PRO team to achieve its goal of fully developing Fab Lab as a well-rounded tool for a variety of groups.

For more information please visit <http://www.msichicago.org>  
Look for the Fab Lab link. Coming Summer 2009