

Makerspace Operations Class

Course Outline

Monday

- 9 AM – 10 AM Welcome, introductions, course overview, schedule, safety
- 10 AM – 11 AM Tour Urban Workshop
- 11 AM – 12 N What is Makerspace Operations?
Makerspace Business Overview
Who is your customer and what is your mission?
Business structure and organization
- 12N to 1 PM Group Lunch
- 1 PM – 2:30 PM Makerspace Business Overview Continued:
4 businesses in one – this is why it's so hard!
Hours, availability, and manpower
Strategic Partnerships
Systems and procedures
- 2:45 PM – 4:30 PM Four Pillars of Revenue and how to reduce risk
- 4:45 PM – 6 PM Group Dinner
- 6 PM – 9 PM Open making time or take a free class (optional)

Tuesday

- 9 AM – 12 N Front of the House Operations
The reception team and support activities
Membership management software (MMS)
Retail and service offerings
Visitors and non-member use
- 12N to 1 PM Lunch
- 1 PM – 2:30 PM Adult Education programs
(Structure, strategy, implementation)
- 2:45 PM – 5 PM Youth Education Programs
(Structure, strategy, implementation)
- 5 PM – 9 PM Open making time or take a free class (optional)

Wednesday

- 9 AM – 12 N Back of the House Operations
Shop Technicians and structure
Equipment overview and selection



- Computerized Maintenance Management Software (CMMS)
- Tool Crib (check out tools, maintenance supplies)
- 12N to 1 PM Lunch
- 1 PM – 2:30 PM Understanding the Member Journey
 - Marketing, sales, and fulfillment
 - The Value Equation
 - Makerspace sales process
- 2:45 PM – 5 PM Marketing automation and data capture
 - Retention and building community
 - Marketing education programs
- 5 PM – 9 PM Open making time or take a free class (optional)

Thursday

- 9 AM – 12 N Makerspace Financials
 - Accounting software selection and overview
 - Budgeting and reporting
 - Key Performance Indicators (KPI's)
- 12N to 1 PM Lunch
- 1 PM – 2:30 PM Rules of Thumb and guiding percentages
 - Insurance
- 2:45 PM – 5 PM Pricing strategies and offerings
- 5 PM – 9 PM Open making time or take a free class (optional)

Friday

- 9 AM – 12 N Staffing overview
 - Organization structure and job roles
 - Hiring
 - Training structures and external resources
 - Part time vs Full time employees and career path planning
- 12N to 1 PM Lunch
- 1 PM – 2:30 PM Open Forum for questions and deep dives
- 2:45 PM – 9 PM Open making time or take a free class (optional)

- Attendees get an Urban Workshop membership for the duration of the course plus 2 days before and after. A complete membership agreement will need to be executed.
- Sign-off classes are required for many areas of the shop. Sign-off classes are free for Operations Class attendees and should be enrolled ahead of time.
- Urban workshop hours are M-F 9am to 9pm and Sat / Sun 9am to 4 pm.