Lemelson- MIT | ODL Collaboration Journey Map v.1.0 - 3.20.17

LMIT Admin

			Analyze Data
			Market & mailing
We're serving a diverse user base			Present at conferences
Who are these people?	Concern: We want to know that kids are helped		Talk on phone
How did they find us?	Frustration		Communications
What's the intended use?	Fear: Are there really any users out there?		Webinars
Are we marketing correctly?	Second-guessing		Posting on Web

1. Aware

	(1) Thinking	Feeling	Doing
Middle School Teachers		This is cool	I googled and found LMIT
		I'm excited	I visited a booth (where?)
			I got an email (from where?)
			Someone told me about it (how?)
			A parent mentioned it?
			Received brochure (from where?)

Track web hits

Communicate via press releases, emails, calls

2. Explore

(2) Thinking	Feeling	Doing
	Can I pull this off?	Download from LMIT
	Feels good that this is ready-made.	Browsing through site for info

How do our materials align to standards		
Why each guide is important to different communities (?)		Run pilots and experiments to gain knowledge
How to fund		Research partnerships
How to help gain support from administrators		Partner for greater resources
How to customize matl in various settings (in/after school)		Apply for grants
How we make the case for invention education	Constrained	Seek sponsorships
I want to understand the communities who use our material	Need resources to help users	Develop new funding models

3. Evaluate

(3) Thinking	Feeling	Doing
Too much work / This doesn't fit in my plans	I'm confused. Not all of this makes sense to me.	I spoke to the school administrator about doing this
Will I have support from my community to help me with this?	I'm anxious and nervous about taking this on	I spoke to my peers about taking this on (together?)
How many school units? What's the timeline?		I call LMIT for questions and further info
How to find out more info?		I try to find $ resources from LMIT
I don't have the autonomy to do this myself		I try to find $ resources from other channels

With whom?		Survey downloaders
Does download mean use?		Assess interest in webinars
What are they doing?	Missing information	Assess needs

4. Decide

(4) Thinking	Feeling	Doing
I don't have the resources or time	Peak excitement!	Yes, I will make this work
This is not aligned to school needs	Bummed	No, this is not going to work (at least not right now)
This will be rejected by administration		I order kits
What are my next steps if I want to move forward?		I get professional development services

Insights into prep from experience with grantees	Confident can be implemented based upon grantees	
Our downloaders need help	Pleased by feedback.	
How do I capture who is moving forward?	pay	
Risk assessment (chemicals & tools)	Hope program is truly pleasing/ valuable even though it is free	
Train users	what if	
Kits are too expensive. Need to lower costs		Working to put support in place

5. Prep

(5) Thinking	Feeling	Doing
Who is on my team? Who will support me?	I'm feeling anxious about money and scale of effort	Planning the implementation
I need training to do this well	I'm feeling alone	Talking with peers and school administration.
	I feel relieved. I can handle this.	Reached out to Lemelson-MIT for advice
		Download / order a materials/kit
		Watch a webinar for help
		Teachers recruiting students
		Acquire tools and materials
		Modify / provide immediate feedback on materials.
		Start to raise money for the work.
		DIY resourcing for the materials

What collateral things can we provide to support users?	Accomplish	
How do we disseminate?	Connection	Creating contacts/ partners
How do we engage others in building a support network?	Wish network was bigger	Speakers/collaborators

6. Implement

(6) Thinking	Feeling	Doing
Concerns about safety	This is fun!	Surprise student success
I'm having mixed feelings -- hitting some obstacles.	Pride in students	Materials didn't work
		Followed directions, didn't work

How can we measure student impact?		
How do measures align with our theories of teaching and learning?		contracted support for standards
How do our metrics align with commitments to the Lemelson Foundation?		Research partnership
Is this working? What isn't working?	Is this working?	Charging/ modifying kits

7. Assess/Modify

(7) Thinking	Feeling	Doing
How much $ and can we pay?	Ugh. Another survey	Invest in more professional development
Reflect on experience and how to improve		Use Lemelson-MIT survey
		Students share perspective

What do smart users know that we don't know?

How will invention education make its way into the school day?

8. Share

(7) Thinking	Feeling	Doing
		Teachers share perspective
		What worked?