



NEST

Consultant

Nest's Makers United Program

St. Louis, Missouri

September–December 2020

[Nest](#) is seeking a consultant to support the implementation of its Makers United program in St. Louis, Missouri. This program identifies and supports makers who tend to face greater barriers to accessing the resources needed to expand their businesses or develop their craft. Leveraging the maker movement's potential to generate opportunity for *all* makers, regardless of sex, race, economic means, or physical ability, Maker's United is committed to driving increased economic inclusion for makers in cities across the US. This work will complement existing programming in a given city.

The consultant will undertake a comprehensive landscape mapping of existing creative entrepreneurs, skilled craftspersons, hobbyists, and/or small maker businesses and the local resources available to gain a clear understanding of how this community is accessing available resources and what barriers exist with a goal to clearly articulate those challenges and provide recommendations. Applicants should be creative considering all possible avenues for relationship building that may lead to reaching agreed-upon diversity goals of the target audience. S/he should be knowledgeable about research and data collection and ideally be well-connected to the existing maker and/or creative community or have experience working on community organizing or social services in urban St. Louis. Working alongside Nest's Director of Artisan Programs & Impact, the consultant will have the following responsibilities:

RESEARCH & RESOURCE MAPPING

- Be on-site for the duration of the 4-month contract and serve as an ambassador for Nest
- Expand existing research on the resources and organizations (e.g., local markets, professional and skill-building services, associations, financial services) currently available to the local maker community with recommendations for how to pursue collaboration and/or streamline program implementation
- Broker relationships with stakeholders who support small businesses and/or craft employment training (e.g., incubators, financial institutions, local government, university programs, nonprofits, religious institutions, community centers, local retailers, manufacturers)
- Facilitate 8–10 interviews with strategic representation from the abovementioned stakeholders
- Outline a comprehensive resource guide based on the research

LANDSCAPE ANALYSIS & COMMUNITY BUILDING

- Build a recruitment strategy to encourage participation from community members with special attention on reaching people of color, lower-income communities, those who are disabled, digital non-natives, refugees, immigrants, and/or others who may not be able to easily access available resources
- Schedule and facilitate four focus groups with a representative population of area makers to collect qualitative feedback on the barriers and challenges faced across the sector, noting those who may become Rung for Women program candidates
- Disseminate a landscape survey and collate data from a reasonable sample size of makers with special attention on the audiences mentioned above
- Collect and organize survey data and qualitative responses

Goals of the landscape report include:

- Bring visibility to underrepresented makers and the barriers they face to inclusion
- Understand who is/is not accessing those resources

- Understand if existing resources meet the needs of St. Louis makers
- Understand why some aren't accessing resources (awareness, financial barriers, transportation, etc.)
- Identify participant needs in order to guide future programming and/or refer to Rung for Women
- Design an actionable report that is a resource for stakeholders

FINAL DELIVERABLES

- Executive summary of the research and stakeholder interviews, including past attempts at similar programming and a summary of existing challenges that have led to ineffective programming
- Comprehensive resource guide with an executive summary of findings that articulates any resource gaps and includes recommendations on ways to improve access to resources
- Recruitment strategy for reaching makers to participate in the landscape mapping
- Executive summary of findings from focus groups
- A landscape mapping report of the maker community noting the abovementioned goals using previous Makers United reports from Nest as a guide

APPLICATION

This is a paid consultancy. To learn more and apply, please send a cover letter and resume to Lindsey Struck, Director of Artisan Programs & Impact at lindsey@buildanest.org.