



Finding and Living Your Purpose: Interactive Career Exploration at the Make It Center

Dr. Guillermo “Willie” Martinez III
Associate Vice Chancellor Student Engagement & Academic Success

Talent Strong Texas Pathways Institute: Mapping Pathways to Student Post-Completion Goals

What do you
want to be when
you grow up?



The big question we all get asked and too often ask others

slido



What did you want to be when you grew up?

What are you
PASSIONATE
about?



What we should be asking

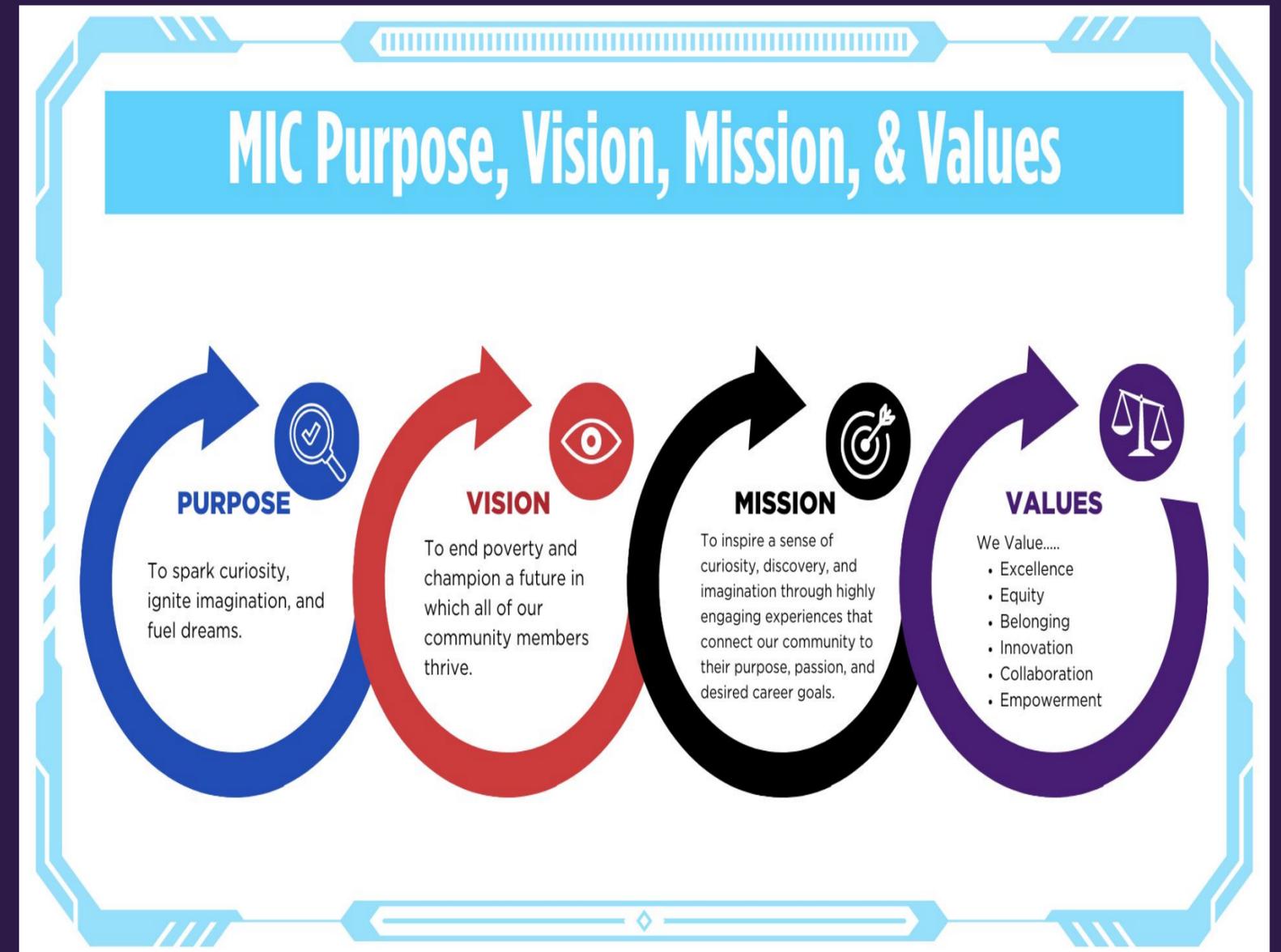
What are your **STRENGTHS?**



What we should be developing

The secret formula
to a happy and
prosperous life is ...

Passion + **Strengths** = **Purpose**

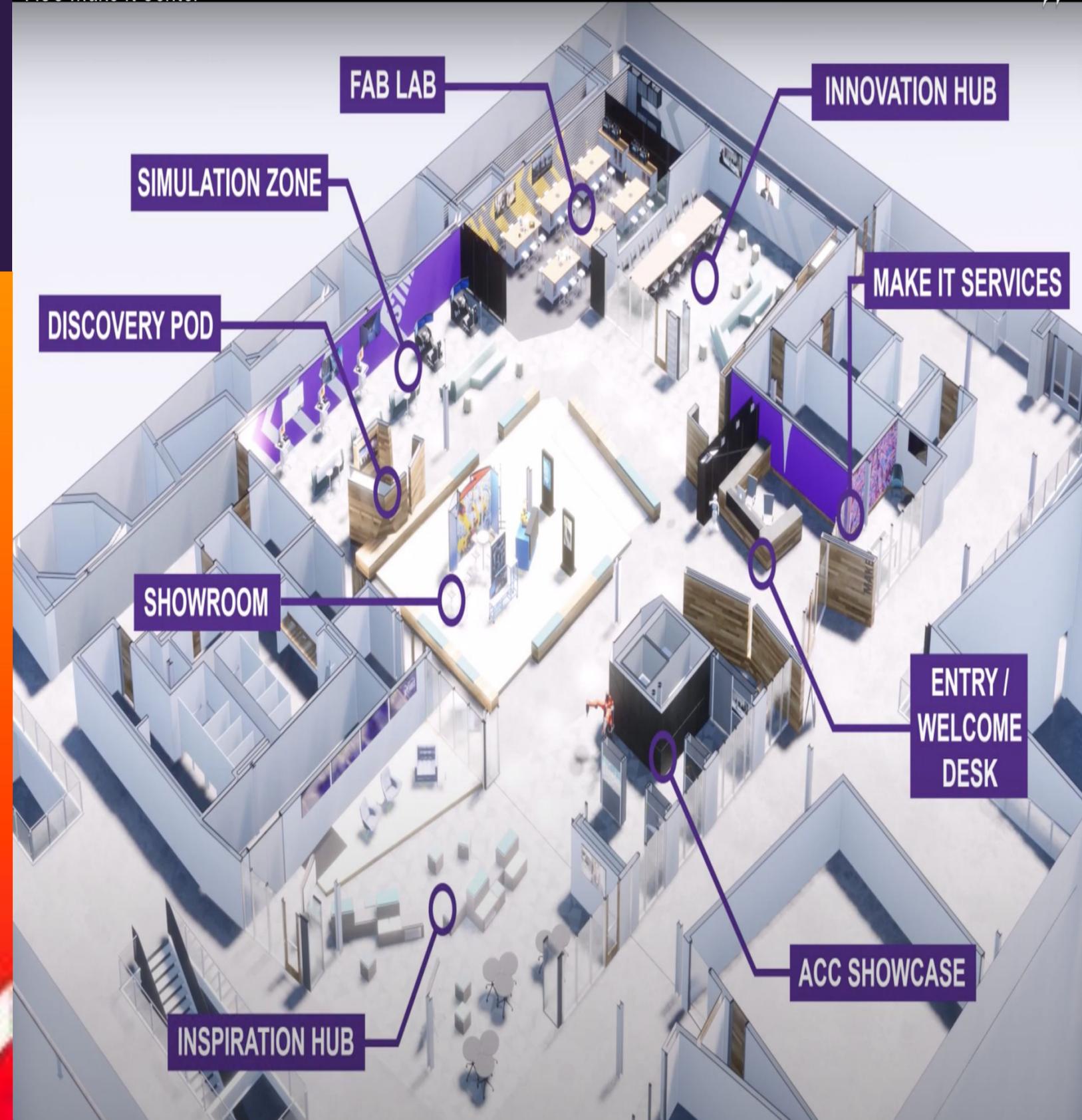


Our North Star is to Help Positively Change the World through Education

The Make It Center

Coming Soon!

MiC / make it center
AUSTIN COMMUNITY COLLEGE



MiC
make it center
AUSTIN COMMUNITY COLLEGE



000

**WELCOME TO THE
MAKE IT CENTER**

000



A message from Pepper

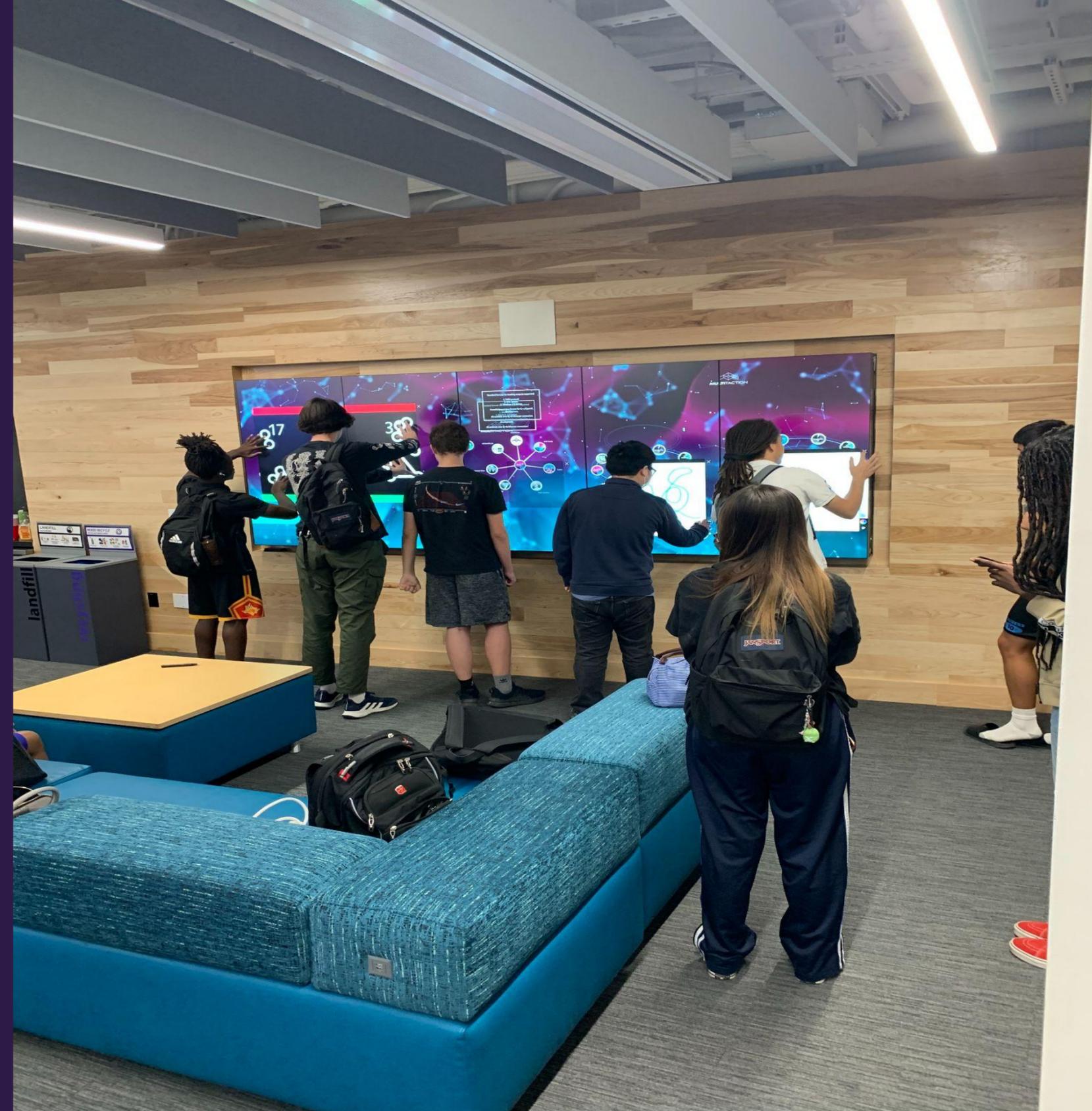
The Showroom

Promotes and highlights in-demand industries and career pathways within those industries. Exhibits and displays will spark curiosity, inspire interaction, invite exploration, and leave lasting impressions.



Innovation Hub

Inspires creative and critical thought, dreaming, and strategic planning in ways that promote collaboration and innovation. This technology-enhanced space will provide an environment that encourages leaders across industries to gather and imagine what the future of Central Texas will look like.



Inspiration Hub

Provides a dynamic space for robust, year-round interactive and engaging programs and events. This versatile space lends itself to a variety of equity-minded programs and interactive instruction that educate, empower, and excite participants about the possibilities for a future with a purpose-driven life and meaningful work.



The Forge (Fab Lab)

Creates a space for hands-on learning, problem-solving, and creative experimentation experiences. Visitors can learn and develop new skills with connections to specific jobs and careers.



The VR Sim Zone

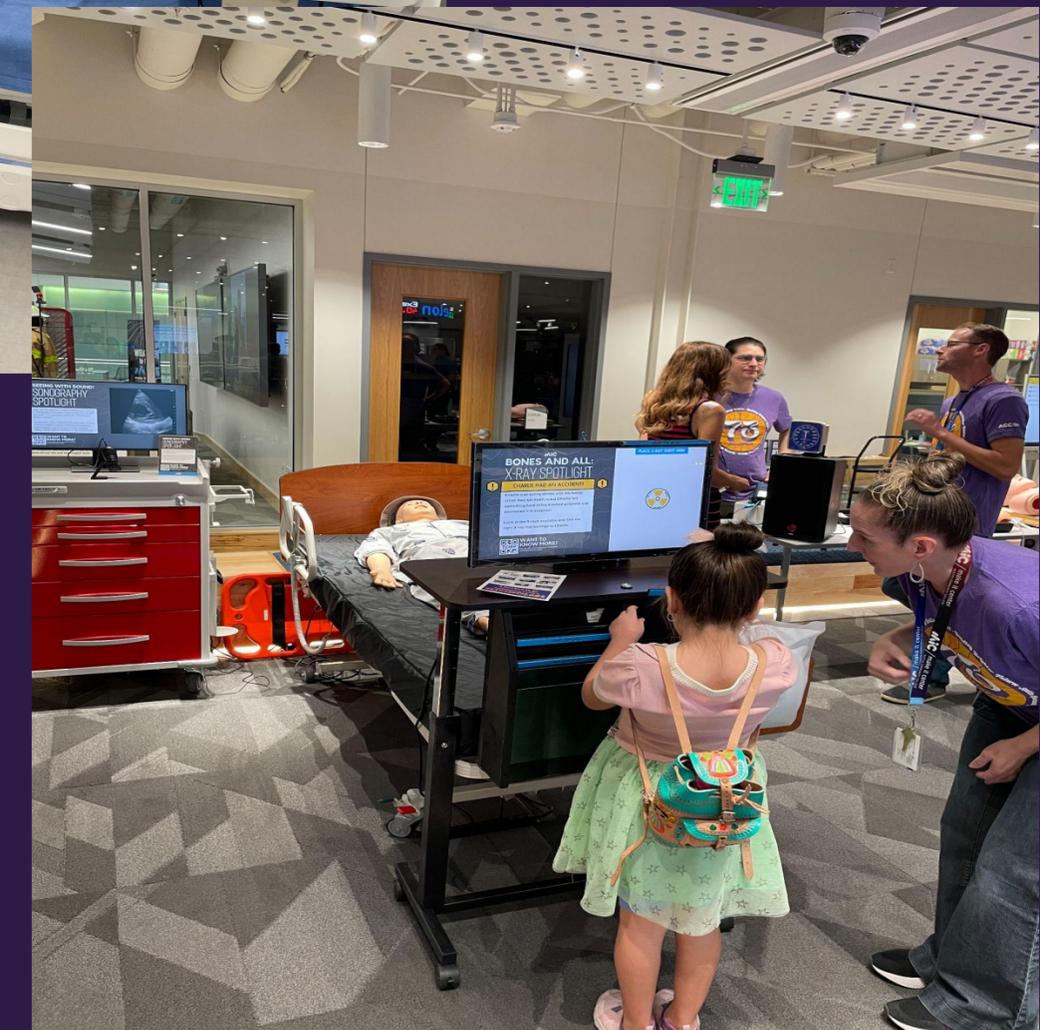
Facilitates inspiring, exciting, and fun simulation environments and scenarios for guests to experience a wide range of careers. The VR Sim Zone will offer both 3D and 4D technology to optimize the user experience.



The VR Sim Zone

The Showcase

Increases the visibility and awareness of ACC's many programs of study and career pathways and invites students, prospective students, and guests to explore and connect to programs and careers that fuel their passions and purposes.



What's Been Done...so far

- Adulthood 101, Manufacturing, Public Safety, Drones, etc
- Advanced Manufacturing Camp
- Boy Scouts Exploring Club
- Brave Communities TECH Girls
- CEO Breakfast - Generative AI Discussion
- Chambers of Commerce (Central Texas and out of State)
- Field Trips (Elementary/Middle/High School Tours)
- Foundations (Trellis, Koch, Apple, etc)
- Junior Achievement Finance Park
- Open Houses
- Partners (E3 Alliance, UFCU, Opportunity Youth, etc)
- Provost 3C's Awards
- Summer Camps (Girl Scouts, STEM Achievers, Upward Bound)
- TESLA Manufacturing Day
- UT College of Education Strategic Planning
- VCSA Table Topics



Innovation + Collaboration = Transformation

Operationalizing to Scale

Goal: At least 1,000 MIC visitors per month

- Host at least 2 internal events a week
- Host at least 1 external event a week
- Host at least 2 field trips per month
- Host at least 1 large (100+) event a month
- Develop a robust website for users including videos and various interactive pieces
- Develop a robust communications/marketing operations plan



The Secret Sauce

Hire good people!

Provide resources!

Get out of the way!

Stay connected!

Research & learn!

Encourage creativity!



Th**a**N**k**
Yo**U**!

Thank you for all you do to help transform lives!