



The Social Engineering Project

TSEP 2024 PROGRAM OVERVIEW

Prepared for
Current & Potential
Sponsors

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ABOUT US



The Social Engineering Project Mission

The Social Engineering Project, Inc. ("TSEP") is an Oakland based, 501(c)(3) tax exempt social impact venture with Stanford University designed to address the lack of diversity in the tech industry through culturally relevant STEM pipeline programs for underrepresented students of color that lead to technical career pathways.

Our Values

Audacious - We are audacious in knowing that we can effectively change the landscape of underrepresented minorities and women in technology-related fields.

Innovative - Our innovative ideas, abundant resources, and seamless execution separate us from any others trying to address this problem.

Compassionate - Compassion and empathy are at the center of all that we do. This allows us to put ourselves in everyone else's shoes and come up with the best solutions.

Impactful - All of our programs are measurable and impactful. Lives will be changed based on the success of our work.



OUR FOUNDERS



Dr. Bryan Brown

**Stanford Graduate School of
Education Professor - TSEP Chief
Education Officer**

- Former High School Science Teacher
- National Academy of Education and Spencer Foundation Fellow in 2005
- 2007 winner of the National Association for Research in Science Education (N.A.R.S.T.) award
- Associate professor of science education at Stanford University and engages in research that explores how language and identity impact student learning.
- Bachelor's degree in Biological Sciences from Hampton University, a Master's degree in Educational Psychology from the University of California, and a Ph.D. in Educational Psychology from the U.C. Santa Barbara.

Kevin L. Nichols

**Sr. Diversity Integration Partner at
Lawrence Berkeley National Laboratory -
TSEP President & CEO**

- Legal Industry Technology Executive with 20+ years of experience
- Diversity Consultant and Social Networking Expert for 25+ years
- Sr. Diversity Integration Partner at Lawrence Berkeley National Laboratory
- Bachelor's degree in African American Studies from U.C. Berkeley, Executive Program for Social Entrepreneurship at Stanford's Graduate School of Business, Fundraising Academy at JFK University's Sanford Institute of Philanthropy, an Inclusive AI Data Science Executive Program at Haas School of Business, and Fostering Inclusion Executive Program at Yale University.





OUR FOUNDING

Our Founding

- Dr. Brown and Mr. Nichols attended St. Mary's High School together
- In 2012, Dr. Brown was awarded an NSF Grant to teach 10 HBCU students his culturally relevant science curriculum during the summer and as a bi-product, 50 underrepresented students of color would get a free day camp at Stanford
- Mr. Nichols was responsible for getting the students for the Science In The City ("SITC") camp
- When the grant expired, Dr. Brown and Mr. Nichols wanted to continue serving the community with camps like this, however, were unable to raise any money to continue SITC.
- Mr. Nichols approached Andy Hinton at Google for support and the rest is history

Our Name

Charles Hamilton Houston

The name comes from a quote by the legendary attorney, Charles Hamilton Houston, who laid down the framework for the landmark Brown vs. The Board of Education of Topeka. He said, "A lawyer is either a social engineer or a parasite on society." Although we do not all have to be lawyers for the quote to remain true, our view is that we either are a part of the problem or a part of the solution.

We also use the Oxford Languages definition, "The use of centralized planning in an attempt to manage social change and regulate the future development and behavior of society."



Our Board of Directors

Vernon Goins, Esq.(Shareholder, Law Offices of Vernon Goins) Chairman of the Board

Janine Mixon (Director - Graduate Student Affairs (SOM), University of San Francisco)

Kevin Daigneault (Director of Gear Manufacturing, Assembly and Test, Northrop Grumman Corporation)

Cedric Fernandez (Sr. Director Software Engineering, GoPro, Inc.)

Andy Hinton, Esq. (Former VP of Compliance, Google LLC)

Kevin L. Nichols (TSEP Founder)



OUR PROGRAMS

Science In The City



The Science in the City ("SITC") is a week-long summer day camp at Stanford University for incoming 5th and 6th grade underrepresented students of color. SITC was created through a joint partnership with Stanford University Graduate School of Education's Science in the City Research Group and The Social Engineering Project, Inc. Approximately 50 students are exposed to hands-on, culturally relevant, chemistry, physics, and engineering experiments to spark an interest in STEM-related courses throughout high school and college. SITC's goal is for students to fall in love with STEM, go to college, major in a STEM-related major, and work in the technology sector. For more details, please watch this KTVU 2 News Story.

Pilot Program

During our first years, we offered a pilot version of the Science In The City Summer STEM Camp at Stanford University. The camp served a small cohort of 45 students each year. Working with a team of 15 undergraduate students from Historically Black Colleges and Universities (HBCU) across the country, we developed an efficient platform for summer camps. The camp was organized into three types of sessions:



2.) Laboratory Phases

The majority of the day involved "laboratory" phases when the students conducted experiments, took notes on their results and worked with camp counselors to develop an in-depth understanding of key ideas.



1.) Research Sessions

In the morning students were charged with identifying successful scientists, whether they were asked to conduct searches for successful female chemists or asked to identify successful African-American male physicists. Students developed a database of successful role models each morning during their brief orientations.



3.) Explanation Phase

The third and final aspect of the camp involved an "Explanation" phase. During these sessions students were asked to create videos where they conducted demonstrations and explained what they learned in the laboratory phase. These sessions were efficient ways to maximize students' learning. Collectively, this three-phased approach to summer camp proved to be effective.

TSEP Overnight Camping Conference is a weekend-long conference for high school students of color throughout Northern California designed to motivate and inspire them to go to college, pursue a STEM major and related career, learn about work/life balance through hiking, mindfulness and yoga, entrepreneurship, personal branding, and how to network effectively. TSEP takes over 100, 9th-12th low-income, marginalized, underrepresented high school students of color camping via buses from San Jose, Oakland, and Sacramento to the wilderness. The students are free of the typical technological distractions (there is no cellular signal, no internet connectivity, no texting or WiFi) and become one with nature.

Day #1 - On the first day, the students begin the weekend by being segregated by gender and geographic regions in cabins. They participate in icebreakers and team-building exercises. Then, they go on a hike and learn about work/life balance through mindfulness and yoga workshops. Lastly, they experience their first campfire and partake in s'mores.



Day #3 - The last day was focused on college, personal branding, and networking. Last year, we had representatives from Stanford University, U.C. Berkeley, and Morehouse College talk about the application process and what college life is like. Founder, Kevin Nichols, taught the students his "Personal Brand Called You!" workshop and demonstrated how the students can leverage the relationships that they had garnered with their cabinmates, their counselors who chaperoned them, and the company volunteers who participated in the workshops when they get home.



TSEP Overnight Camp



Day #2 - On the second day, the students participate in workshops organized by various tech companies. Last year, Northrop Grumman, Apple, and Walmart led technical workshops. The objective of Walmart's workshop was to understand how all the teams required to make a product come to life by working cross-functionally through high-level product design. The presenters provided an overview of engineering, analytics, UX designers, product managers, program managers, and their overall business model, assigned students into roles, and divided them into groups. The students learned how Walmart makes money and how all of these roles contribute to the organization's success by presenting a summary of their findings at the conclusion.

At the end of the day, the students learn about entrepreneurship by participating in a pitch competition of which company's workshop was the best and why and earn prizes from the companies.





MORE OF OUR PROGRAMS

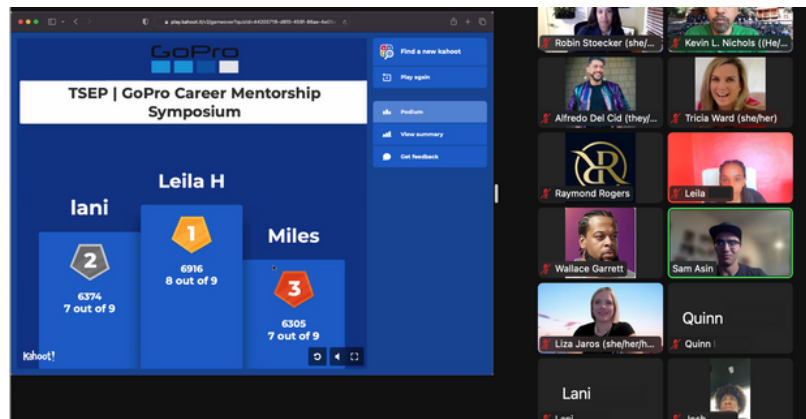
Asset Management Data Science Camp

Thanks to Wells Fargo, Comerica Bank, and Silicon Valley Bank, high school students of color from across the country learned basic asset management concepts, their connection to STEM, and how they are used in environmental, social and governance factors ("ESG") investing. This two-week camp included homework, exposure to data analysis, and reinforced presentation skills. Finally, students learned to implore these tools to follow and support companies that were environmentally conscious, socially responsible and socially just.



Career Mentorship Symposium

Its purpose is to equip high school and college students of color with the necessary tools to get summer internships. Students learn resume writing, interviewing tips, personal branding/messaging, using social media to find jobs/secure interviews and the power of networking. Last year, GoPro ran this program and two students will be selected to receive paid summer internships.



Family Science Days/Nights

Our goal is to provide free Family Science Days ("FSD") throughout the school year to reinforce some of the scientific principles that we expose our students to and create a support group within families to continue to foster a love for math, science, technology, and engineering.

Many of our students have siblings that do not attend our other programs, so we provide family-friendly science activities for our students and their relatives. FSNs are typically hosted at a tech company's headquarters and they teach our students something about their products or services. Moreover, TSEP provides resources for parents separately so that they can best support their children to pursue STEM-related careers throughout their academic life. This past year, Google hosted us at its headquarters.





END OF THE YEAR FUNDRAISER

Inglenook Winery in the Napa Valley

This fall, TSEP will host its 4th Annual End of the Year Fundraiser. Last year, it was held at Inglenook Winery in Napa. The purpose of this fundraiser is to build capacity for our organization by hiring a program manager and development manager, honor our sponsors/partners, and celebrate two families who have participated in our programs.



When

Saturday, October 12, 2024
From 12pm-3pm



Who

Invitation Only - Senior-level
tech professionals, corporate
sponsors, partners, & donors

What

Inglenook wine, live music,
appetizers, lunch, brief program -
panel on the "Future of Work in
Tech", & networking





SPONSORSHIP LEVELS

In order to scale our programs, we need the support of our corporate sponsors, foundations, and individual donors. These tiered sponsorship packages will help ensure that we are able to build capacity by hiring a program coordinator to assist with day to day operations of the organization and a development coordinator who will track down our alumni and demonstrate our impact on the lives of the students we have touched. You may also select a specific program that you would like to support this program year.

General Capacity Building Support

Co-Founder Level

- Listed on our organization's website
- Mentioned as a major sponsor on our marketing materials
- Featured on T-Shirts and other paraphernalia
- Has the greatest impact by enabling the most students to participate in our programming
- Has creative discretion on content and programming during camps

\$50,000

Venture Capital Level

- Listed on our organization's website
- Mentioned as a major sponsor on our marketing materials
- Invited to lead workshops at our camps

\$15,000

Angel Investor Level

- Listed on our organization's website
- Contributor to food, transportation, materials, and staffing for programs

\$10,000

Program Specific Support

1. Family Science Day - May 4, 2024
2. Science In The City - July 8-12, 2024
3. TSEP Overnight Camping Conference - September 20-22, 2024
4. TSEP End of the Year Fundraiser - October 12, 2024
5. Asset Management Data Science Camp - October 2024
6. Career Mentorship Symposium - November 2024