THE SOCIAL ENGINEERING PROJECT

2022 Impact Report

The Social Engineering Project

Letter from the Co-Founder, President & Chief Executive Officer

Dear TSEP Family,

The tech industry has shifted towards a domestic agenda of building America back better. Companies like Intel are moving towards building chips in the U.S. and our country is revisiting what the future of our workforce will look like. This is an exciting time for redesigning a STEM focused pipeline of underrepresented students of color. Although the COVID-19 Pandemic wiped out thousands of businesses and organizations, our organization persevered, and we are grateful for your support.

In 2022, we returned back to in-person learning despite the odds and successfully executed two programs, Science In The City and our Asset Management Data Science Camp. Science In The City was held at SLAC National Laboratory on Stanford University's campus. The curriculum consisted of bridge building, disassembling cell phones to understand their functionality, physics and basketball, tours of the laboratory, and other scientific concepts. The Asset Management Data Science Camp exposed our students to financial literacy, social impact investment, and data analysis. We are unable to provide some of our other programs, like our TSEP Overnight Camping Conference, because we wanted to err on the side of caution, but plan to bring them back in 2023.

Please review our 2022 Impact Report and I hope that you will continue to support or organization in 2023 as we plan to hire two full-time staffers and increase the impact of our programs.

Sincerely yours,

Kevin L. Nichols
Co-Founder, President & CEO

CULTIVATE
a passion for STEM in under-represented students of color.

CONNECT
students with professionals from STEM fields & with each other.

ENVISION
themselves as scientists, mathematicians, engineers, physicists, and chemists through experiences that speak to identity and community.

About the Social Engineering Project

The Social Engineering Project is an Oakland-based, social impact venture with Stanford University, designed to address the lack of diversity in the tech industry through pipeline programs for underrepresented students of color.

There is an enormous disparity in the numbers of African Americans, under represented people of color, and women in technology, versus the numbers of White and Asian American men. This disparity significantly and negatively impacts these communities in various ways. For example, they earn less on average, purchase real estate at lower rates, do not reside near the companies where they work, and do not benefit educationally from the public schools located in these geographic areas.

The Problem

The tech industry claims that there is an inadequate pipeline of engineers and scientists.	It recruits primarily at top tier colleges and universities.	HBCUs and Women's Colleges do not have sufficient computer science resources	Recruiters and diversity officers do not want to lose credibility by hiring outside the norm.	The work environments are hostile towards underrepresented employees, such that they leave and create a revolving door.

The Solution

Reinvest	Redesign	Recruit	Retain
Develop a robust pipeline of young diverse men and women candidates interested in technological careers.	Recreate your company's culture to embrace diversity, equity, and inclusion, and treat employees humanely with dignity and respect, from the top down.	Recruit qualified diverse talent from wherever they are (not just ivy league and/or top tier schools), especially in managerial/supervisory positions.	Provide sustainable resources such as senior leadership councils, Employee Resource Groups, professional development, access to training and support, for all employees.

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.

About Our Name

Our 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

Board of Directors

Kevin L. Nichols – Chairman of the Board

Janine Mixon – Director, Graduate Student Affairs, University of San Francisco

Kevin Daigneault – Director, Gear Manufacturing, Assembly and Test, Northrop Grumman Corporation

Gillian Thackray, Esq. – Vice President & Chief Counsel, IP, Thermo Fisher Scientific

Vernon Goins, Esq. – Shareholder, Law Offices of Vernon Goins

Cedric Fernandez – Senior Director Software Engineering, GoPro, Inc.

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Lorna Omondi – Senior Lead, Supply Planning, Google Data Centers

Na'il Benjamin, Esq. – Principal, Nvested Equity, LLC

Nichole Drumgoole-Wade – Senior Diversity and Inclusion Program Manager, NVIDIA

Our Founders

Dr. Bryan Brown

Chief Education Officer

Professor, Stanford Graduate School Education

- Former high school science teacher
- 2005 National Academy of Education and Spencer Foundation Fellow
- 2007 winner of the National Association for Research in Science Education award
- Associate professor of science education, Stanford University, engaged in research that explores how language and identity impact student learning
- Bachelor's degree in Biological Sciences from Hampton University
- Master's degree in Educational Psychology from the University of California
- Ph.D. in Educational Psychology from the University of California Santa Barbara.

Kevin L. Nichols

President & CEO

Senior Diversity Integration Partner, Lawrence Berkeley National Laboratory

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

Our Programs

Our programs inspire underrepresented students of color to master math, science, chemistry, physics, engineering, and computer science through a culturally relevant pedagogy, go to college, major in a technical field, and pursue technical careers to increase the economic, environmental, and social vitality of their communities.

Science in the City

The Science in the City (SITC) is a week-long summer day camp typically 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.

Overnight Camping Conference

TSEP takes approximately 100 underrepresented high school students of color to the Santa Cruz Mountains to learn about work/life balance through hiking, yoga, and mindfulness; math, science, and engineering careers from tech companies such as WalmartLabs, GoPro, Apple, and Northrop Grumman; and college via U.C. Berkeley, U.C. Santa Cruz, and San Jose State during a 3 day overnight camping conference. The students also learn about the importance of networking with their campmates, personal branding, and about entrepreneurship.

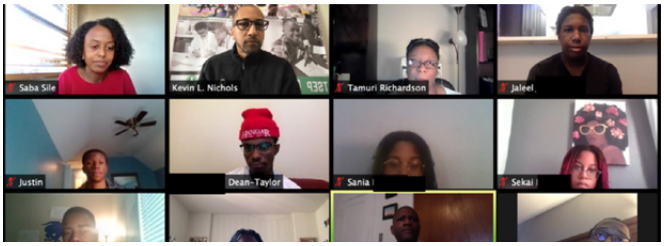
Key Outcomes

- Desire to go to college;
- Pursue STEM related careers;
- Develop a deeper respect for the environment and work/life balance;
- Learn how to apply to college, excel on exams, seek financial aid, participate in college life; and
- Learn how to promote their personal brand, how to work in teams, engage in entrepreneurship, and network for future collaboration.

Family Science Days/Nights

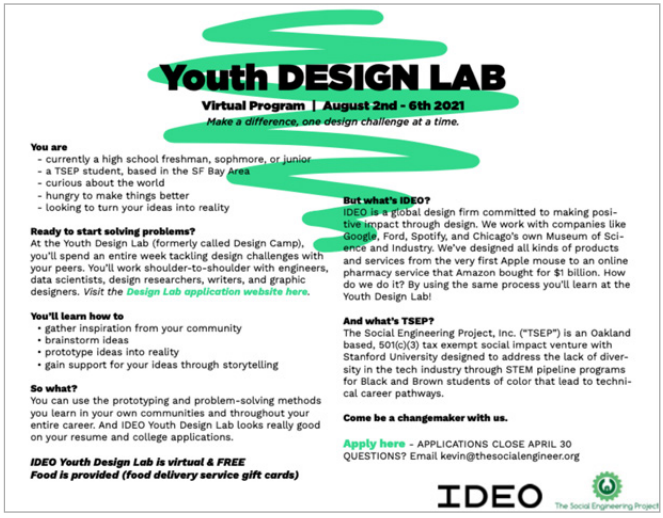
Our goal is to provide free Family Science Days (FSDs) throughout the school year to reinforce some of the scientific principles that we expose our students to and create a support group within families to continue to foster a love for math, science, technology, and engineering. Many of our students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



Career Mentorship Symposium

Our career symposium equips 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..



Design Thinking with IDEO

Twenty incoming high school sophomores, juniors, seniors, and graduating seniors from the Bay Area and Chicago learned design thinking from IDEO design engineers. The students learned various design methods, such as human centered empathy, collaboration, and learning from failure to solve two design challenges.

The first challenge was, "How might we support our peers to better understand, manage, and develop healthy responses to stress? The "Bees" Group developed a free stressless app to create a safe place for people of all ages without judgment. The second challenge was, "How might we set up high school students to begin higher education feeling prepared and confident?" The "Ants" Group came with a solution to help students feel more comfortable asking for help. They designed a place like Target into a judgment free zone, resembling a co-networking place like an Impact Hub or WeWork.

Asset Management Camp

Thanks to Wells Fargo, Comerica Bank, and Boston Private, 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.

How Our Theory of Change is Unique

We Design Programs that Address the Cultural Barriers to STEM Careers

We Teach Mindfulness, Wellness, and Work/Life Balance

We Address How Race, Language and Culture Impact STEM Learning

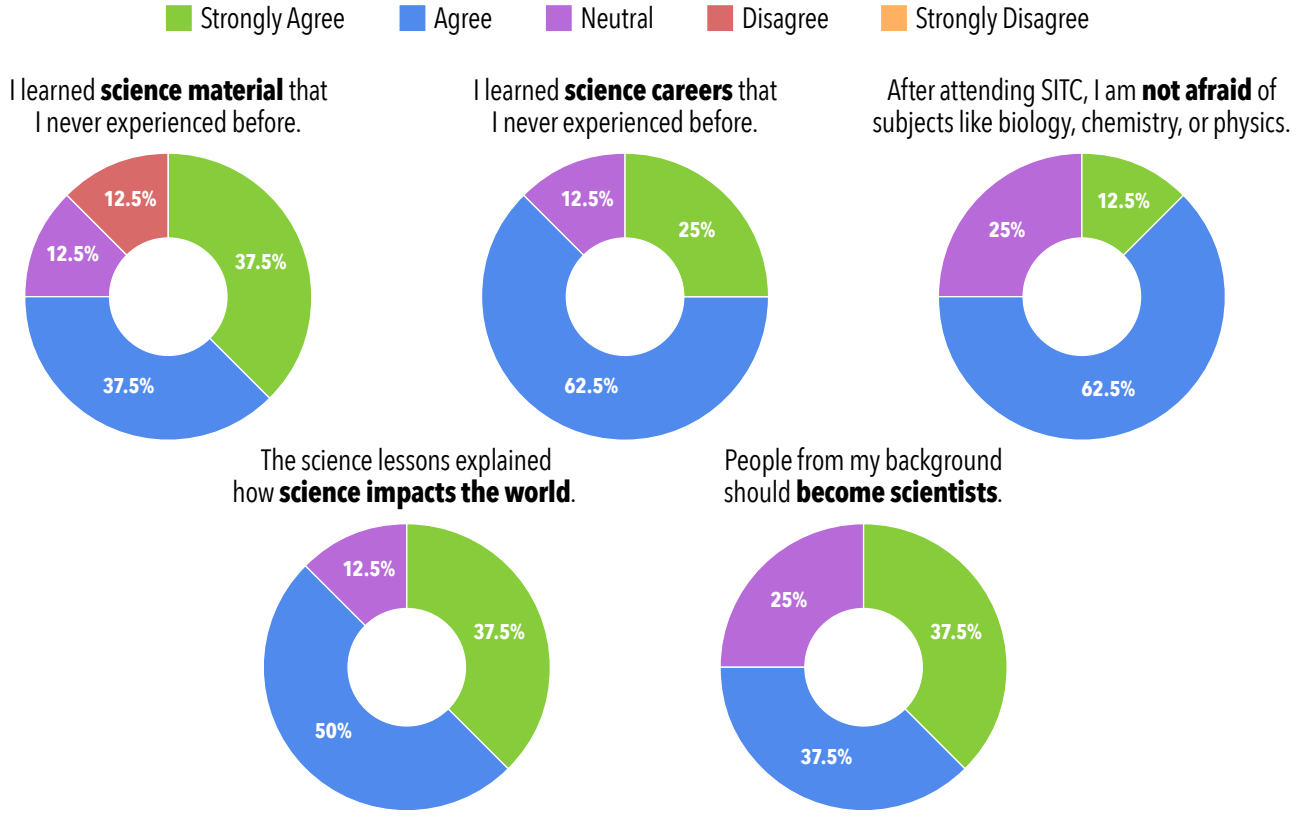
Our Impact

We struggled to get back into in-person programming because of the COVID-19 pandemic. Many of our strategic partners where either hybrid or still had not returned to in-person work or their COVID protocols where so intense, that it was extremely difficult to meet their requirements (e.g. $2M workers compensation policy requirements or negative rapid tests each morning prior to arriving onsite for camp).

Nonetheless, TSEP held its 9th Annual Science In The City Summer STEM Camp (SITC) at SLAC National Laboratory on Stanford University's Campus and our 2nd Annual Asset Management Data Science Camp at MSCI, Inc. (AMDS) in Downtown Berkeley. SITC served 20 incoming 5th and 6th grade underrepresented students of color from the East Bay and Peninsula areas.

Science in the City STEM Camp Highlights

Our Science in the City Summer STEM Camp served 20 incoming 5th and 6th grade underrepresented students of color from the East Bay and Peninsula areas. Based on the post camp survey results, here are some takeaways of the impact of the program:



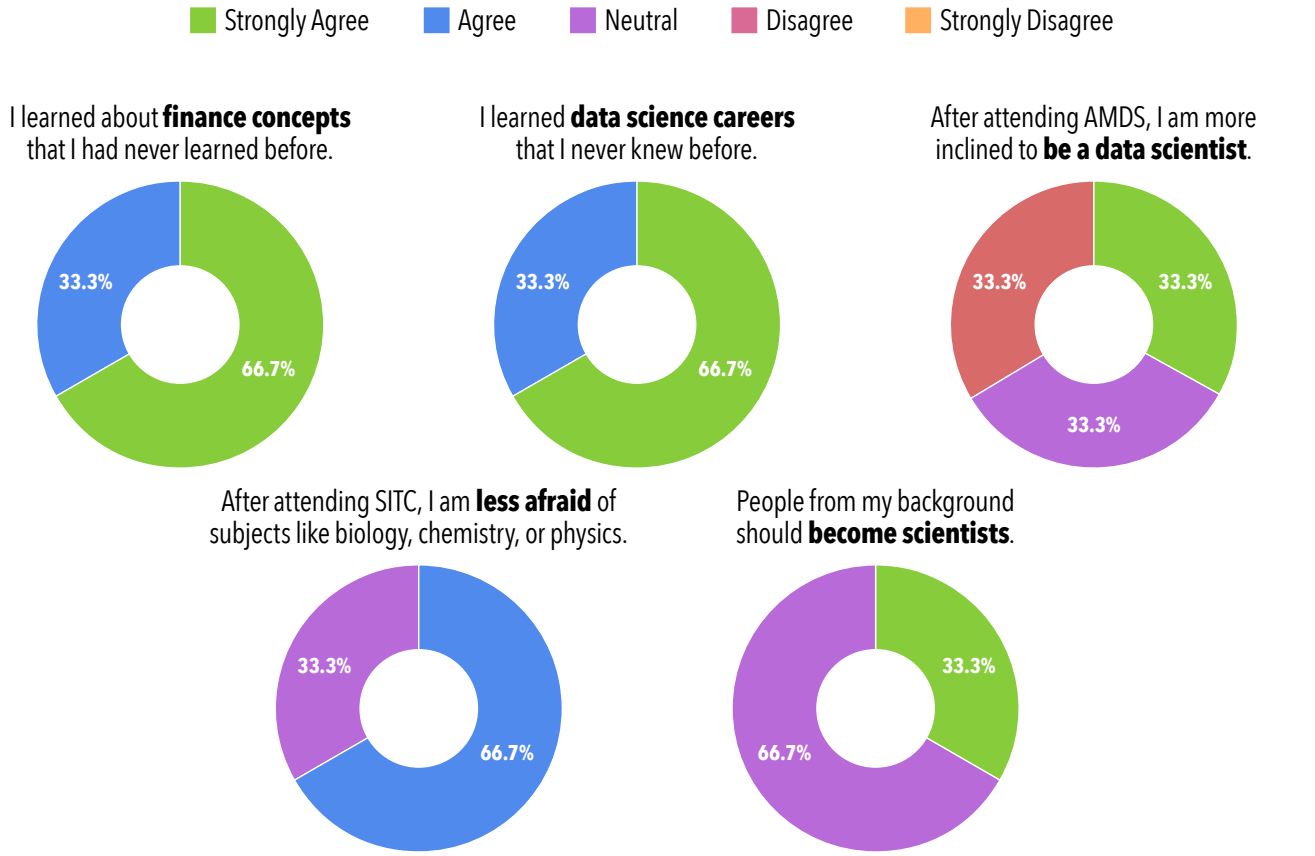
Science in the City STEM Camp Testimonials

> *They explained the projects well and made it fun to complete. I enjoyed learning how things worked by breaking them down and putting them back together. I like science a lot. Teachers made me excited to do the projects.*

> *I really liked how camp was interactive and hands-on. That made things NOT BORING! No one ever said 'here is a packet about science'. They actually showed us how things work.*

Asset Management Data Science Camp Highlights

Our Asset Management Data Science Camp served 15 high school students of color from all over the Bay Area. Based on the camp survey results, here are the high-level takeaways:



Asset Management Data Science Camp Testimonials

> *I liked the different models that we were able to build in groups. I found it very interesting and fun to build different business plans with other people.*

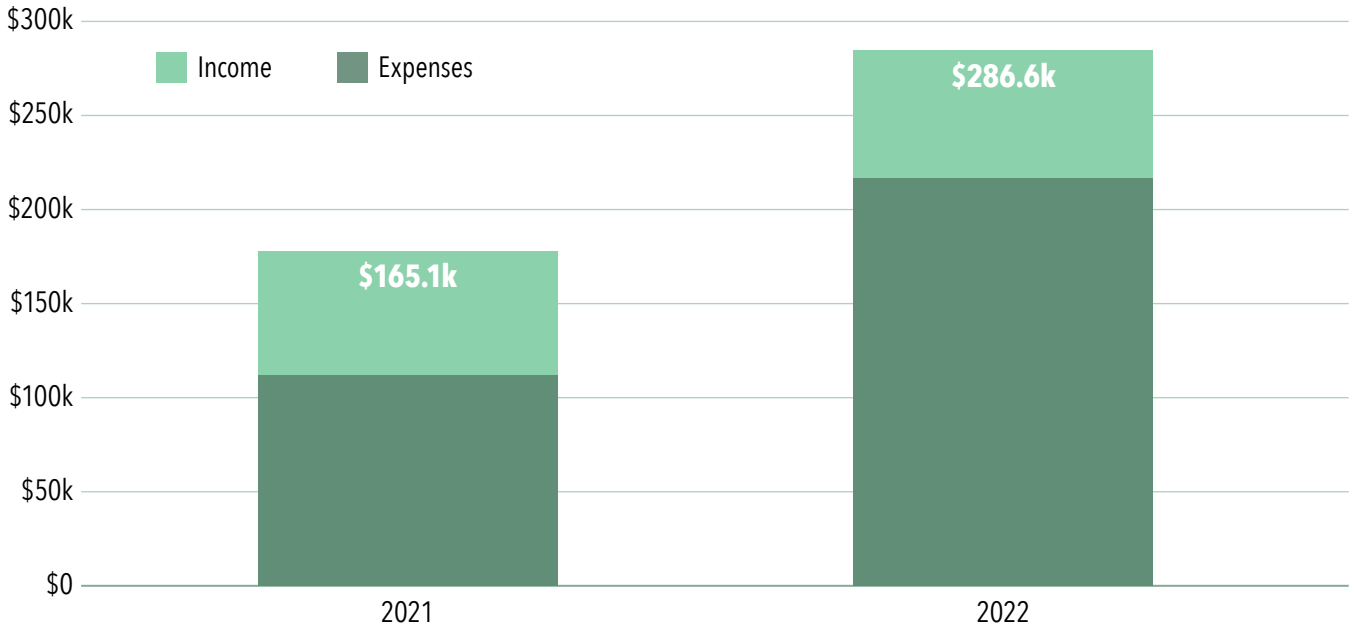
> *Incorporating the things we learned to our "client" and what they wanted.*

2022 Cash Flow Statement Direct

Cash Flow from Operating Activities

Trading Activities	
Cash Received	$286,640
Cash Paid	($210,759)
Cash Flow from Operating Activities	$75,881
Free Cash Flow	$75,881
Cash Flow from Financing Activities	
Movements in other equity and other non-current liabilities	($8,078)
Cash Flow from Financing Activities	($8,078)
Summary	
Opening Balance	$28,564
Movement	$67,803
Closing Balance	$96,367

Income vs. Expenses



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