Hacks for Humanity 2019 Report

Summary

On Saturday and Sunday, 2019 October 19-20, ASU Project Humanities hosted its 6th Annual Hacks for Humanity hackathon for the social good on the ASU Tempe campus. Roughly 110 individuals attended the 36-hour event. Teams competed to create technologies for the social good, each product embodying at least three of the seven **Humanity 101** principles as defined by Project Humanities—*respect, integrity, empathy, compassion, kindness, forgiveness,* and *self-reflection*. This year's event further incorporated three team competition tracks: Food, Family, and Finance. Hacks for Humanity 2019 was made possible by the following major Sponsors: **State Farm, ASU Entrepreneurship + Innovation, Amazon Tempe, ADP,** and **Honeywell.**

Hackathon highlights this year include interactive team-building activities, early morning yoga and meditation, therapy dogs, midnight silent disco and pizza party, raffle prizes throughout the event, and five major meals catered again by Citron Catering.
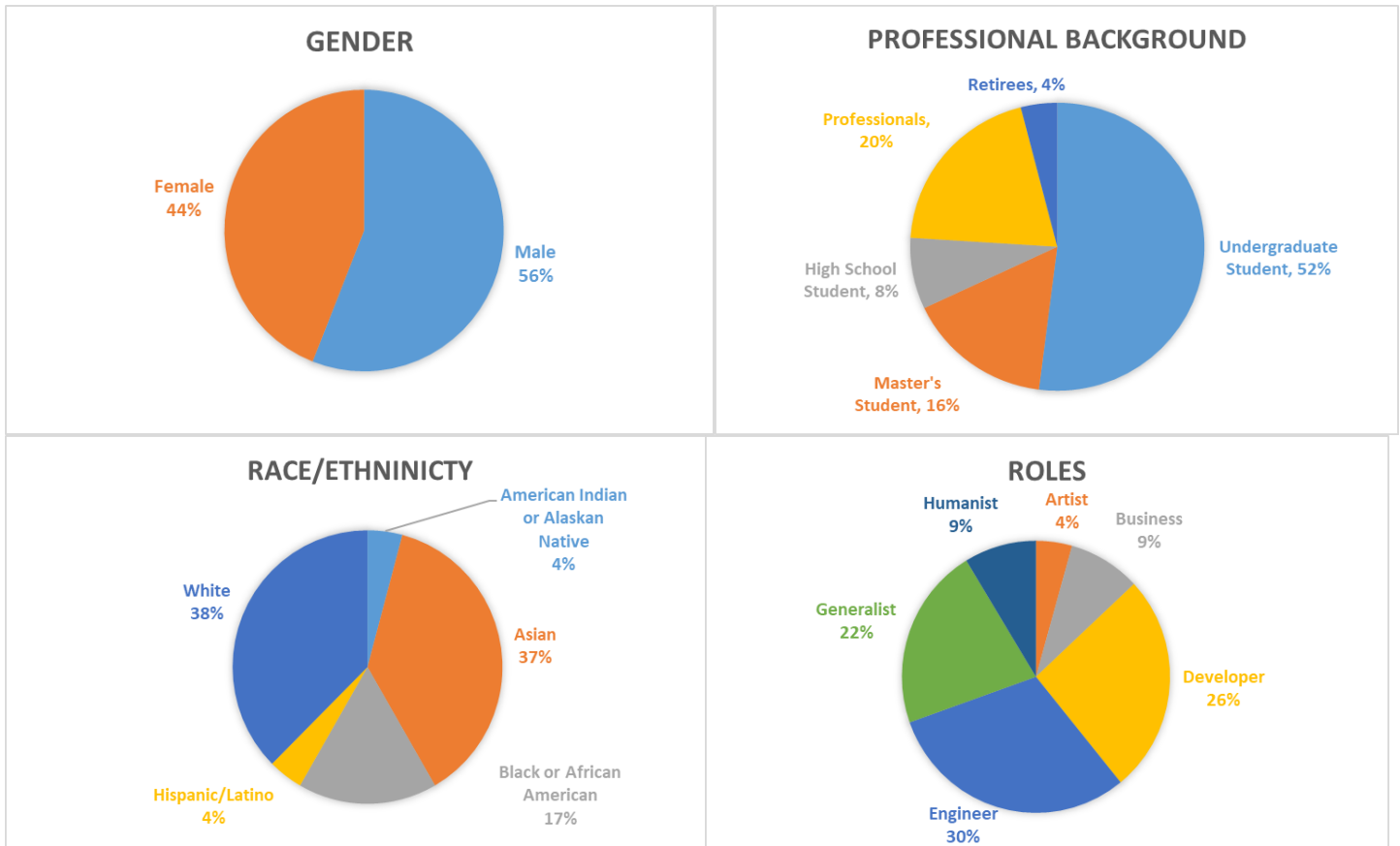
Team Participants (36)

- Valley high school students represented: Desert Vista High School (Phoenix) and BASIS Scottsdale

- Undergraduate and graduate students represented: Arizona State University, Northern Arizona University, and Phoenix College; students' majors ranged from International Business to Biology, Mechanical Engineering, and Computer Science

- Community Professionals included: consultant, artist, architect, software engineer, entrepreneur, physicist and social worker

- Arizona State University alumni

- Professional Social Worker from India who was visiting Arizona State University as a cohort of Building Bridges Arizona Program (Council of International Programs)
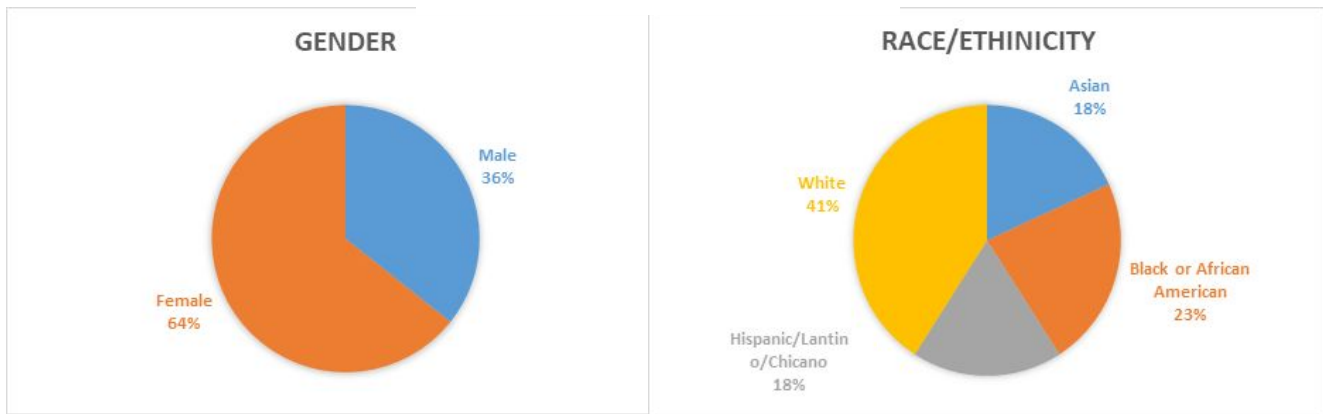
GENDER

Female 44%
Male 56%

PROFESSIONAL BACKGROUND

Retirees, 4%
Professionals, 20%
High School Student, 8%
Undergraduate Student, 52%
Master's Student, 16%

RACE/ETHNINICTY

American Indian or Alaskan Native 4%
White 38%
Asian 37%
Hispanic/Latino 4%
Black or African American 17%

ROLES

Humanist 9%
Artist 4%
Business 9%
Generalist 22%
Developer 26%
Engineer 30%

Mentors (33)

Mentors are iIndividuals who commit to a minimum of 2-hour blocks wherein they test teams' ideas and offer guidance. Mentors are anyone interested in utilizing their expertise to help teams spark creativity, generate ideas, problem solve, and develop final presentations. Mentors are scheduled according to their expertise and assist participants with submitting quality work for deadlines on time. Unique to our hackathon this year, team participants were required to show their Model Canvas and Challenge Statement to two mentors and run their pitch by a panel of mentors for feedback and approval before presenting their live pitches to judges.
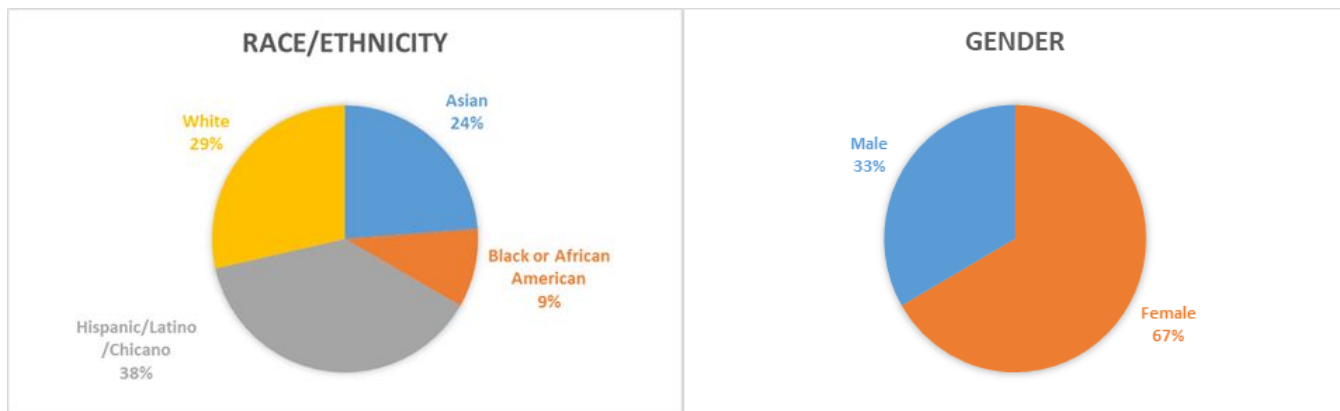
Because we had so many mentors this years and fewer but larger teams, teams received considerable mentor feedback and thri final products demonstrated notably higher quality final products.

Just as we strive for diversity among our team participants, we also work to have diversity of representation and expertise among our valued mentors.

GENDER

RACE/ETHINICITY

Volunteers (40)

Volunteers are those individuals who sign up in 2-hour blocks to assist in all areas of hackathon logistics and implementation— event set-up, registration, team formation, distributing supplies, enforcing deadlines, distributing prizes, clean up, and other event logistics as needed. This year, our hackathon was fortunate to count among its volunteers Paradise Valley Mayor Jerry Bien-Willners.

RACE/ETHNICITY

GENDER

Judges (5)

- Joe Cusack (W.P. Carey School of Business and Thunderbird [ASU], Arizona Tech Investors) https://www.crunchbase.com/organization/arizona-technology-investor-forum
- Denise Meredith (The World's Best Connectors, LLC) https://www.linkedin.com/in/denisemeridith
- Shatha Barbuor (Hera Hub) https://herahub.com/phoenix/about/
- Alethea Session (National Black MBA Association Phoenix Chapter) https://www.networkingphoenix.com/organization/networking-group/national-black-mba-association-inc-nbmbaa-r-phoeni/74898
- Matt Newman (Oracle)https://www.linkedin.com/in/matthew-newman-5749a53

Sponsorships (5)

State Farm, ASU Entrepreneurship + Innovation, Amazon Tempe, ADP, and Honeywell

Supporters (33)

ASU School for the Future of Innovation in Society, Silicon Valley Bank, American Airlines, Arizona Informant, SEED SPOT, Come Rain or Shine Foundation, KIND Snacks, Portillo's, Alamo Drafthouse Cinema, Rick Branson's House of Comedy, Stratum Laser Tag,, Desert Botanical Garden, Phoenix Symphony, Phoenix Rock Gym, Swingin' Safaris Mini Golf LLC, Puffin Foundation, Original Geno's, Union Tempe Apartments, Apollo Apartments, Focus Climbing Center, Arizona Museum of Natural History, Wild West Paintball Park, Sauce Pizza, Glow Putt Mini Golf, OdySea Aquarium, Phoenix Zoo, Sprouts Farmers Market, ASU Alumni Association, Galvanize, ASU Wellness, ASU Health & Counseling Services, Phi Beta Kappa, Arizona Science Center, Reality Dreams, Alliance of Therapy Dogs, Phoenix Rising, ASU Changemaker Central, The College of Liberal Arts & Sciences, Shark Energy Drinks, and Lyft

Sessions, Workshops, and Activities

- *Icebreaker:* "Getting to Know You" Bingo
- *Opening Plenary:* "Humanity 101: Creativity and Entrepreneurship," presented by Philip Pipkins, Silicon Valley Bank.
  - o **Phillip J. Pipkins** is currently the Design Lead for Strategic Initiatives at Silicon Valley Bank and has worked there for over five years. Prior to this, he has held roles in marketing, media production and intellectual property. Phillip is an ASU Alumni having gained his degree in English with Film & Media Studies. At the bank, Phillip is the subject matter expert for all the cash management products, has advised countless early stage practice entities and spearheaded multiple enterprise projects in his short career
- *Opening Plenary:* "Leading a Legacy: State Farm's Values-Based Leadership in Practice," presented by Audrey Schwartz and Cara Shoop, State Farm
  - o **Audrey Schwartz** builds and directs high performing teams at State Farm. Audrey earned her Bachelor degree in 1997 in Management Information Systems from Gannon University. She joined State Farm in June of 1997 and has been part of the Leadership team since 2004. She earned her PMP in November of 2003 and has continued with certification since then, earning her CPCU designation in January 2019.
  - o **Cara Shoup** directs high performing teams at State Farm to deliver products for their customers. She is currently the Director of RED Labs in Tempe, focused on Research, Experiment, and Deploy for a number of emerging technologies and innovative concepts. A few of the concepts in her area are Block chain, Connected Autonomous Mobility, Smart Homes and XR (virtual reality, mixed reality, and augmented reality).
- *Opening Plenary:* "Introduction to Amazon Web Services," presented by Tom Marthaler, Amazon Tempe

- o **Tom Marthaler** is a Software Manager at Amazon working on fulfillment services based out of the Tempe Software Center. He started out as a senior engineer at Amazon before transitioning to management. He has been a mentor and sponsor for Hacks for Humanity since 2017.

- *Workshop:* "From Ideation to Action," presented by Brent Sebold, ASU Entrepreneurship + Innovation
  - o **Brent Sebold** is the Executive Director of the Entrepreneurship + Innovation Training and Development Network within Arizona State University's Office of Knowledge Enterprise Development. In this role, Brent leads a variety of enterprise-wide entrepreneurial training and development initiatives for student, faculty, and community-based innovators.

    Concurrently, Sebold serves as the Director of Entrepreneurship + Innovation @ the Ira A. Fulton Schools of Engineering. Dr. Sebold is responsible for the organization and advancement of curricular and co-curricular entrepreneurship programs for all Fulton students and faculty. He also oversees the eSeed Challenge + Accelerator, which is the Schools' premier new venture funding and support initiative. Brent also co-directs the Fulton Generator Labs, which is a 6,500 square foot workspace for student entrepreneurs.

- *Workshop:* "Presenting your Product," presented by Rachel Sondgeroth and Caprial Grow, ASU Project Humanities
  - o **Rachel Sondgeroth** is a Senior studying Religion, Public Life and Conflict at Arizona State University. As a student Communications and Outreach Coordinator at ASU Project Humanities, Rachel has created content ranging from graphics to videos to fundraising documents for the Project Humanities team.

  - o **Caprial Grow** is a senior at ASU studying Digital Culture with a minor in Business. She's been working as a Graphic Designer for ASU Project Humanities for almost a year, and has filmed and edited multiple videos for the organization.

- *Workshop:* "Pitching Your Product," presented by Brandon Alkire, SEED SPOT
  - o **Brandon Alkire** is an alumni of the University of Arizona and obtained his B.A. in Philosophy in 2015. He is currently a Communities Program Associate for SEED SPOT as a Public Allies AmeriCorps Apprentice. In this role, he specializes in teaching leadership, coaching, and mentoring individuals at all stages of life. His eye for seeing the larger picture and understanding value at its deepest level will allow him to offer a unique voice to socially-impact-driven entrepreneurs.

- *Plenary:* "Bias and Technology," presented by Miguel Fernandez, Chandler-Gilbert Community College
  - o **Miguel Fernandez** is currently on the Composition and Literature faculty, and Faculty Liaison for Student Veterans, at Chandler-Gilbert Community College, in Arizona. He has received several teaching awards, including the 2012 Gilbert Chamber of Commerce Community College Educator of the Year, a 2013 League of Innovation's Roueche Excellence Award, and was a recipient of the 2015 Maricopa Community Colleges Foundation Recognition Award for his work with student veterans. He graduated from Valley Leadership Institute, Class 38. He currently teaches Freshman composition with a focus on OSR/OSINT research techniques to detect and decipher bias and fake news. He is a 2019 ISPPF Fellow and a 2019-2020 Maricopa Institute of Learning Research Fellow, focusing on credibility literacy.

- *Activities:* Yoga and Meditation by [Mindful Hike], Therapy Dogs, Midnight Silent Disco and Pizza Party

TEAM COMPETITION RESULTS

1st Place: Promise

This technology allows parents to aid their children in taking accountability for their shared responsibilities. Kids record promises made and the app reminds kids of promise. Kids then report to the app when those promises have been kept. An agreed upon reward system is set up by kids and parents. Underscoring the Humanity 101 principles of self-reflection, respect, and integrity, this app counters "childism"—"prejudice against children as a group"– by allowing youngsters to participate more fully in a democratic-run household.

2nd Place: Allyway

This app connects people who have been separated from their families to lost family members. People whose families have been separated can search for family members based on date and location when separated. Identity markers are kept private until personal questions are properly answered to match folks to each other. This technology embodies the Humanity 101 principles of empathy, compassion, and forgiveness.

3rd Place: New Hope

This technology supports nonprofits that serve patients in hospice care with no relatives nearby to visit them. This app allows arrangements for funding the travel of one relative to visit their loved one in their final moments. Once an institutional caseworker verifies that an individual is in hospice or has experienced a catastrophic health crisis and the patient has no relatives nearby to see them, the patient then identifies a relative whom they would want to see. After the selection process, the app's main functionality is that of a trip planner/travel app. It assists in booking flights, lodging, transportation, and navigating the city to find the patient in hospice. The app also helps secure funding for these measures through corporate sponsorships. Humanity 101 principles of this technology include compassion, empathy, and kindness.

Post-Hackathon Opportunities

- Seed funding from the Come Rain or Shine Foundation for teams that want to move their projects forward
- 3 Scholarships for SEED SPOT's 2-day Startup Bootcamp (priority given to winning teams)
- Mentoring teams beyond the hackathon
- Scholarship for World's Best Connectors' business workshop, "Redefining the 5 C's to Boost Arizona's Economy"

Selected Event Feedback

- "We had a lot of mentoring and detailed explanations on what to do. It was an eye-opener into the real world of entrepreneurship."
- "This hackathon was unique in the emphasis of diversity of identities of individuals and their interdisciplinary approaches to problem-solving. Appreciated the very human-centered focus."
- "The plenaries/information sessions were relevant and helpful material."
- "I liked that there was a variety of ages."
- "I signed up to volunteer, but became very intrigued over what the students/participants were working on that I found myself moving from table to table, mentoring."

- "Hacks for Humanity was a great experience. What was especially surprising is that it was not about generating more money or cutting costs. It was about making a change for the greater good."
- "Hacks for Humanity is a really great program and much needed in the world today."
- "I left behind doubt, limitations, fear of yoga, great memories...and lots of rich soil where the seeds of new friendships sprouted. I will treasure the experience."

Other feedback from participants:

"On a scale from 1-10, how likely would you be to attend this event again?"

Average answer: **8**

"On a scale from 1-10, how likely would you be to recommend this event to a friend?"

Average answer: **8**

"What are three words you would use to describe this event?"

Event Media and Promotion

(Representatives at hackathon event: ASU Student Life, *State Press*, The College, AZ Central)

- https://www.azcentral.com/story/news/local/arizona-education/2019/10/20/hacks-for-humanity-asu-produces-tech-solutions-new-relationships/4049321002/
- https://asunow.asu.edu/20191022-annual-hacks-humanity-showcases-how-diversity-fosters-creation
- https://studentlife.asu.edu/content/bringing-humanities-approach-hackathon
- http://azinformant.com/asu-project-humanities-6th-annual-hacks-for-humanity/

- http://www.eastvalleytribune.com/local/asu-professor-s-hackathon-is-an-exercise-for-humanity/article_72e1bfe8-c698-11e8-9ac2-6be314f30953.html
- *Arizona Horizon* tv segment: https://m.youtube.com/watch?feature=share&v=4GZxMlnjCsc
- Ahwatukee professor slates annual Hacks for Humanity' | Community Focus | ahwatukee.com

The Arizona Informant (Physical Newspaper) 10/9/19 and 10/16/19

Ahwatukee Foothills News:
http://www.ahwatukee.com/community_focus/article_06c58cc6-ea1f-11e9-8f4a-8399d76bf2a9.html

Alvin Galloway Show Radio Podcast:
https://urldefense.proofpoint.com/v2/url?u=https-3A__youtu.be_g4edcE9db1E&d=DwMFaQ&c=l45AxH-kUV29SRQusp9vYR0n1GycN4_2jInuKy6zbqQ&r=v2DWQXeDALCfPLjOuFDaboF-emXbekbFHS-TmD08nJo&m=ENg12pRaKcJLHBG2k0M6Os0vP-2GOzPrxcajzpFXaBY&s=eECycIKqwshDs2PFAu9vsJvoTVFwgab8BDQAhyVDcTY&e=

East Valley Tribune
http://www.eastvalleytribune.com/local/asu-professor-s-hackathon-is-an-exercise-for-humanity/article_72e1bfe8-c698-11e8-9ac2-6be314f30953.html

https://www.newsy-today.com/hacks-for-humanity-at-asu-produces-technical-solutions-new-relationships/

ASU Student Life
https://studentlife.asu.edu/content/bringing-humanities-approach-hackathon

Website and Calendar Listings
Raising Arizona Kids https://www.raisingarizonakids.com/event/tempe-hacks-humanity/2019-10-19/
Tempe Chamber of Commerce https://tempechamber.org/member-events/hacks-humanity

Social Media Coverage
- Project Humanities utilized Facebook, Instagram, and Twitter to advertise Hacks for Humanity 2019
- The following promoted Hacks for Humanity prior to the event via Facebook:
  SEED SPOT (27 August 2019), The Arizona Informant (30 September 2019), Virginia G. Piper Center for Creative Writing (1 October 2019), The Alvin Galloway Show (13 October 2019), The College of Liberal Arts and Sciences (14 October 2019),
- The following promoted Hacks for Humanity coverage after the event via Facebook:
  ASU Department of English (21 October 2019), ASU's W.P. Carey School of Business (21 October 2019), Arizona State University (22 October 2019), ASU School of Politics and Global Studies (24 October 2019), Arizona Senator Kyrsten Sinema (2 November 2019)
- The following promoted Hacks for Humanity coverage prior to the event via Twitter: Makers of Phoenix (13 June 2019), ASU's The Institute for Humanities Research (21 August 2019), SEED SPOT (27

August 2019), ASU Center for Gender Equity in Science and Technology (12 & 27 September 2019), American Digest via Arizona Informant Newspaper (3 & 6 October 2019), Phoenix Tech Events (14 & 18 October 2019). ASU Student Life (18 October 2019),

- The following promoted Hacks for Humanity coverage after the event via Twitter: ASU Dean of Humanities Jeffrey Cohen (21 October 2019), ASU English Department (21 October 2019), *ASU Now* (21 October 2019), *Sun City/Sun City West News* (21 October 2019), ASU English Department (22 October 2019), ASU College of Liberal Arts and Sciences (23 October 2019), The School of Politics and Global Studies (24 October 2019).
- The following promoted Hacks for Humanity coverage prior to the event via Instagram: ASU Center for Gender Equity in Science and Technology (27 September 2019), ASU Student Life (18 October 2019)
- The following promoted Hacks for Humanity coverage after the event via Instagram: School of Politics and Global Studies (24 October 2019), College of Liberal Arts and Sciences (28 October 2019), ASU English (29 October 2019)

Newsletters

Project Humanities monthly Newsletter (May, June, July, August, September, October, November 2019)

Arizona Board of Regents (ABOR) [ASU UA NAU] newsletter (30 October 2019) [lead story]

ASU College of Liberal Arts and Sciences Newsletter (8 October 2019)

ASU Center for Gender Equity in Science and Technology Monthly Newsletter (7 October 2019 & 9 September 2019)

ASU Institute for Humanities Research Newsletter (7 October 2019)

ASU Insight (24 October 2019)

ASU Department of English

ASU Ira A. Fulton Schools of Engineering (8 October 2019)

ASU Osher Lifelong Learning Institute (28 August 2019)

http://www.hacksforhumanity.io/