

Hybrid Event- ASU Skysong and Zoom
Hacks for Humanity 2022 Report



Overview

Held at the ASU SkySong and online, ASU Project Humanities' 9th annual Hacks for Humanity: Hacking for the Social Good, held October 7-9, 2022, was a chance for networking and collaborating with others from diverse backgrounds and perspectives to produce innovative results. Participants were randomly placed in 5-member teams and charged to create within 36 hours a product that addresses various social, economic, and political issues within these three tracks: aging and wellbeing, civic engagement, and environmental justice. Each team's product had to exemplify at least 3 of Project Humanities' 7 Humanity 101 principles: compassion, empathy, forgiveness, integrity, kindness, respect and self-reflection. Additionally, the teams had a chance to compete for cash prizes totalling \$10,000. This global multi-professional, interdisciplinary, entrepreneurial hackathon was for the first time in 9 years offered in a hybrid format, meaning that participants, volunteers, and mentors joined either in person or virtually.

Day 1 activities included in-person mingling, team formation, and an opening session on the Power of Storytelling by former Project Humanities Associate Director Alycia de Mesa. De Mesa stressed the fact that every product created in this event had to be a compelling story about which someone needs to care. To demonstrate that storytelling potential and impact, participants

created short stories around funny Gifs. This teambuilding exercise successfully bolstered camaraderie among teammates and elicited many laughs during presentations

Day 2 opened with a keynote by Dr. Loretta Cheeks whose expertise in Computer Science generally and in Artificial Intelligence and Machine Learning specifically challenged teams to think of the humanity that is missing from too many tech solutions and interventions. Dr. Cheeks has been connected with Hacks for Humanity since its inception in 2014 in one capacity or another. Because every business has a website, website building was the focus of a workshop by ASU Project Humanities alumna Jamila Kahn who reminded attendees that websites are a window into one's business venture so should be clear, concise, engaging, and accurate. Not only were participants thinking and re-thinking, but they were also treated with therapy animals—including a cat, virtual reality gaming, and other board games.

With multiple final project deadlines due on this day, Day 3 began with a meditation session with Andrea Passarella, a practitioner who reminded us that mediation and self-care are intricately connected to personal and professional success. The morning was also an opportunity to bring in-person and virtual participants together to talk about Breakfast rituals around the globe. The session engaged questions of personal, national, and familial identity.

Thanks to judges Cole Busby, a 2022 graduate of Arizona State University with a BS in neurobiology and a minor in Spanish; Dr. Karen V. Busch, whose background includes experience designing, managing, and evaluating large collaborative projects both for governmental and nongovernmental agencies; Marchelle F. Franklin, Director of the City of Phoenix Human Services Department; and David W. Hopkins, former Vice President of IT Applications at CSAA Insurance Group who determined after hours of collective and individual deliberation on the winning teams.

Competition Results

1st PLACE (Team 5) CAREUP

This team's product seeks to address the problem of caregiver burnout resulting from the emotional, physical, and financial stresses of caring for their elderly and/or disabled loved ones. Their app streamlines the process of attaining resources and/or funding for in-family caregivers by providing users with direct access to applications and submission links. The Humanity 101 principles in this product are respect, empathy, and compassion. [Aging & Wellbeing]

2nd PLACE (Team 6) GENERATION CONNECTION

This team's product is a web application called Generation Connection that facilitates friendships across generations. Students and retired seniors can exchange and educate each other with their life experiences. The Humanity 101 principles in this project are kindness, respect, and self-reflection. [Aging & Wellbeing]

3rd PLACE (Team 13) VOICES AMPLIFIED

This team's app called Ubuntu addresses the problems of people with Alzheimer's and their caregivers. The app helps to improve the quality of the day-to-day lives of Alzheimer's patients and their caregivers by enabling patients to record memories, play memory quizzes, get reminders, and to contact their caregivers quickly. Caregivers can monitor the location of the Alzheimer's patient, view notes, and create a task list. The Humanity 101 principles in this product are compassion, empathy, and kindness. [Aging & Wellbeing]

Team Participants (98)

Locations

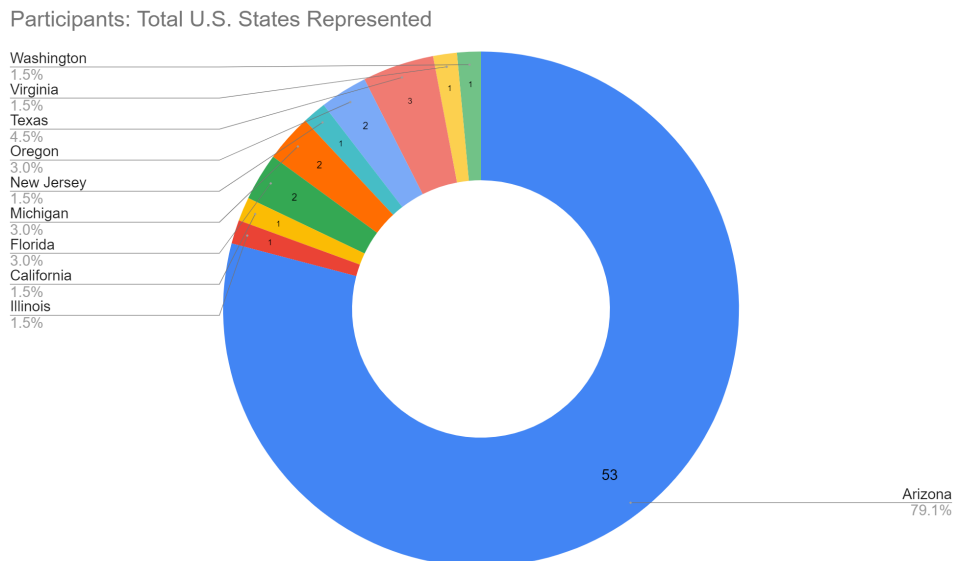
- 1951 @ Skysong (ASU Scottsdale Innovation Center) 1475 N Scottsdale Rd Suite 200, Scottsdale, AZ 85257
- Zoom

Countries Represented (11)

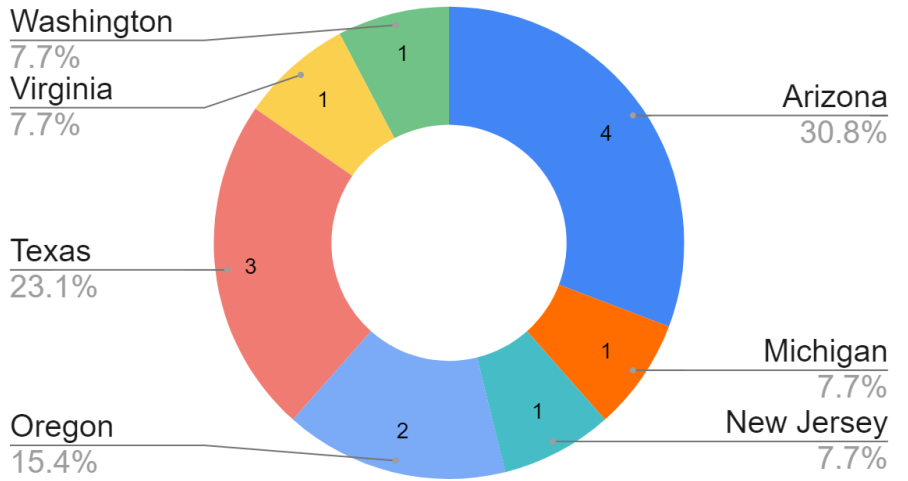
Cameroon, Canada, Egypt, India, Nigeria, Philippines, Poland, South Africa, UK, USA, China

U.S. States Represented (10)

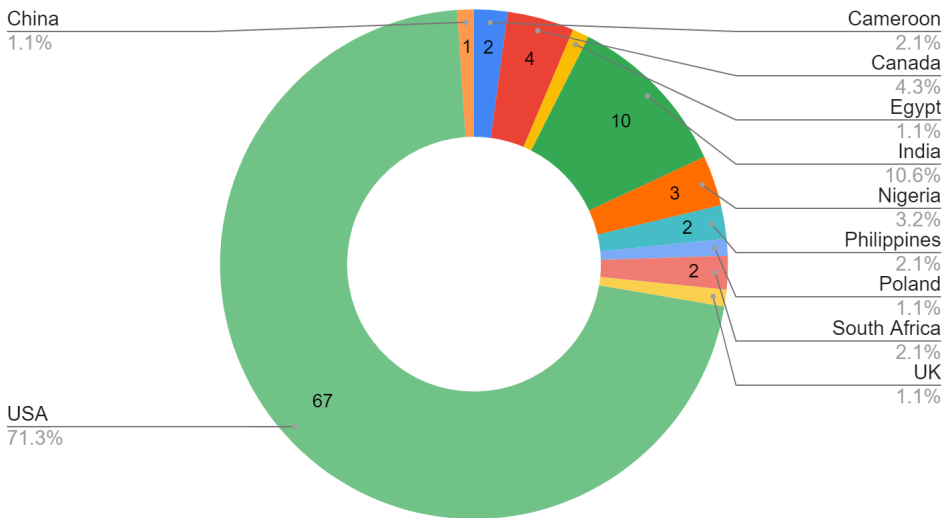
Arizona, Illinois, California, Florida, Michigan, New Jersey, Oregon, Texas Virginia, Washington



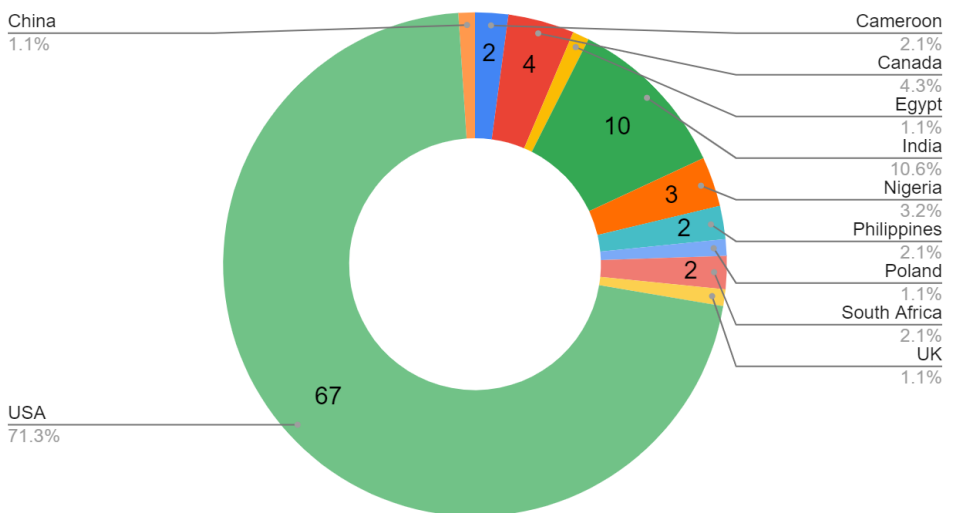
U.S. States Represented: Virtual



Participant Nationality: Total



Participant Nationality: Virtual



Participant Education & Expertise

- High School: 1 (In-person) 1 (Virtual)
- Undergraduate Students: 32 (In-person) 24 (Virtual)
- Master's Students: 9 (In-Person) 1 (Virtual)
- PhD Student: 1 (In-person)

Educational Institutions Represented

(Virtually)

USA

Arizona State University, University of Central Arkansas, Wilmington University, Muhlenberg College

Philippines

Pasig City Science High School, Technological University of the Philippines

India

University of Petroleum & Energy Studies, Academy of Technology , Indraprastha Institute of Information Technology Delhi , Mumbai University, Sinhgad Institute of Technology, Thadomal Shahani Engineering College

Canada

University of British Columbia, Western University, University of Waterloo

Nigeria

Federal University of Technology, Redeemer's University

Egypt

Mansoura University

South Africa

University of South Africa

Cameroon

University of Yaounde

(In-Person)

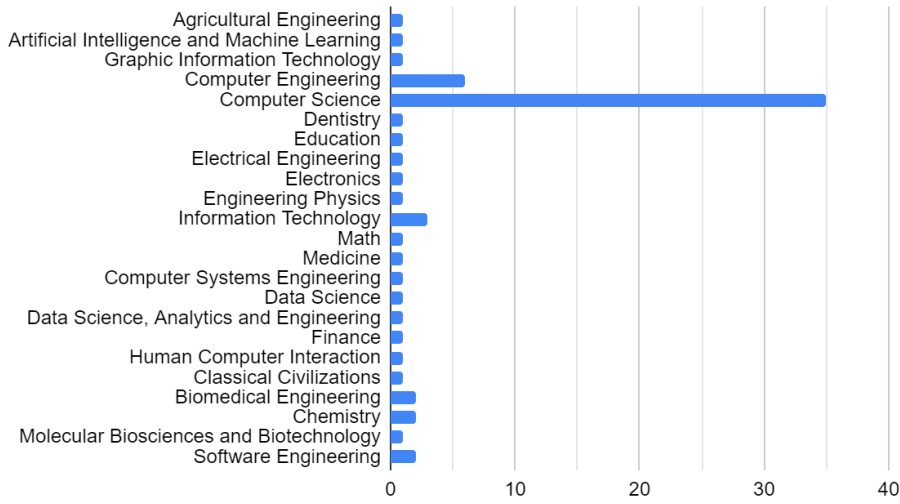
USA

Arizona State University, Chandler-Gilbert Community College, Phoenix Coding Academy

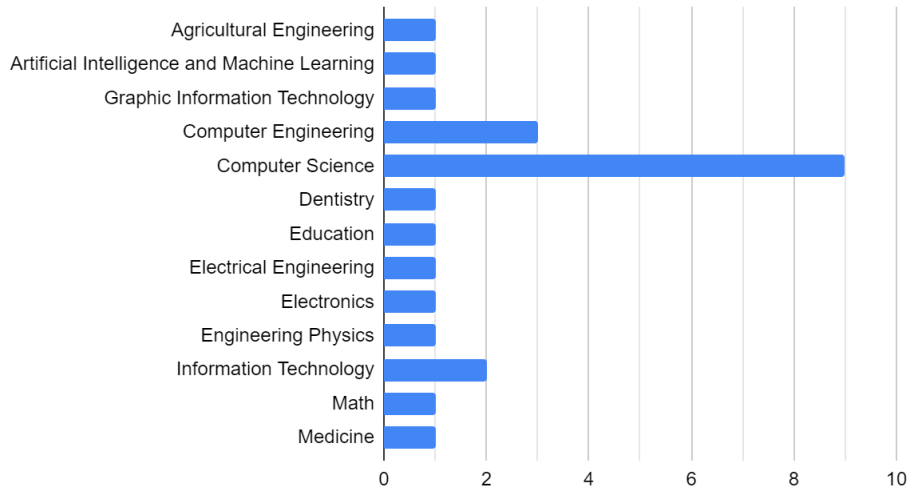
Participant Majors:

Computer Engineering, Computer Science , Information Technology , Agricultural Engineering, Artificial Intelligence and Machine Learning, Graphic Information Technology, Dentistry, Education, Electrical Engineering, Electronics, Engineering Physics, Math, Medicine, Molecular, Biosciences and Biotechnology, Software Engineering, Computer Systems Engineering, Data Science, Classical Civilizations, Finance, Human Computer Interaction
Data Science, Analytics, and Engineering, Biomedical Engineering
Chemistry

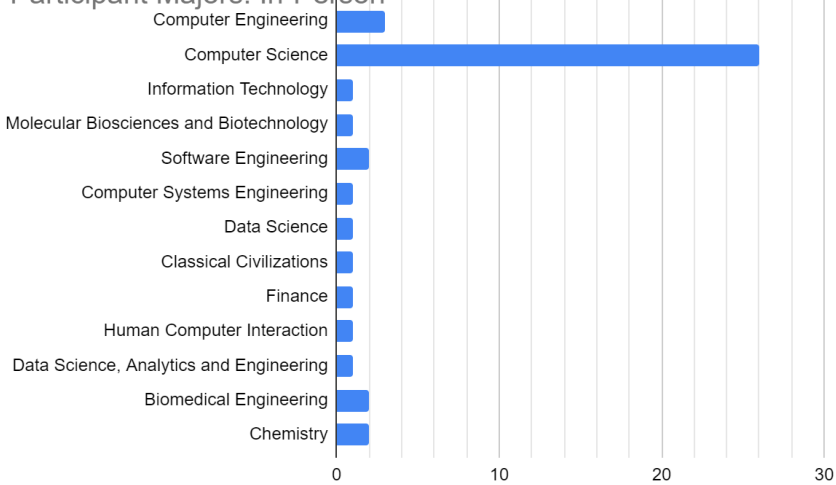
Participant Majors: Total



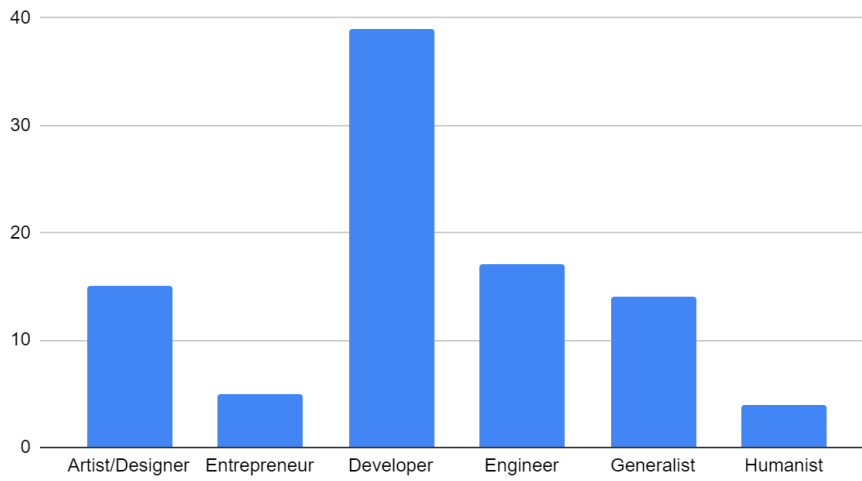
Participant Majors: Virtual



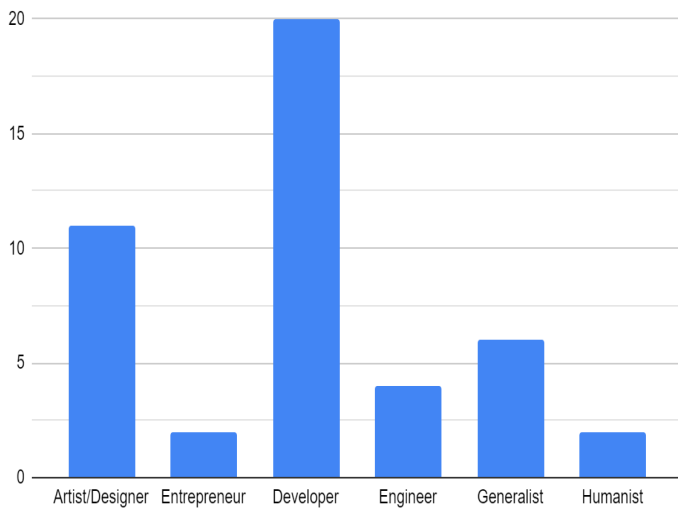
Participant Majors: In-Person



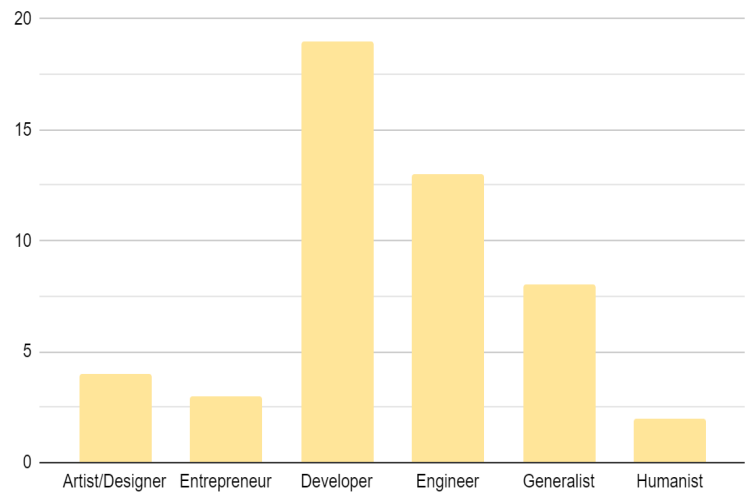
Participant Roles: Total



Participant Roles: Virtual



Participant Roles: In-Person



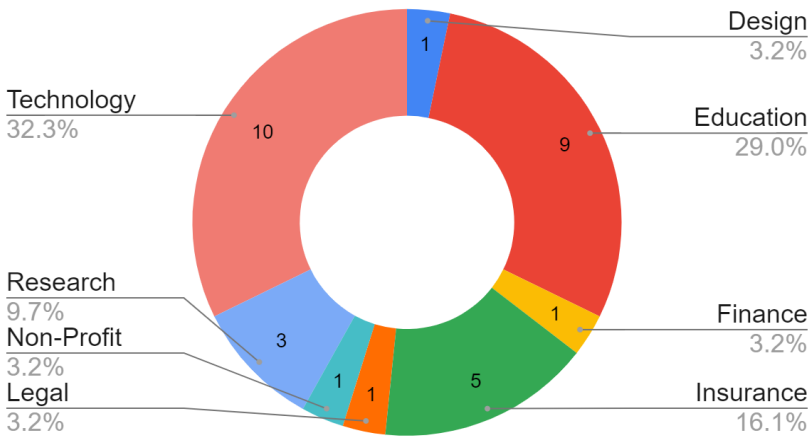
Professional Communities

Voting is Local, National Organization for Women, ASU Hugh Downs School of Human Communication, Amazon Web Services, Google Developer Student Club, Ripple, Apple, University of Turin, University of Georgia, National Society of Black Engineerings, Delta Sigma Theta, ISACA Phoenix Chapter, Edward Jones, NACM, IABC, SHRM, AWMI, Toastmasters, Revealing Origin Stories of America, Arizonans for Community Choice, ASU Venture Devils, Ubuntu United Nations, State Farm Companies Foundation

Mentors (36)

Mentors commit to a minimum of 2-hour blocks in which they test teams’ ideas and offer guidance. Mentors utilize 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 on time

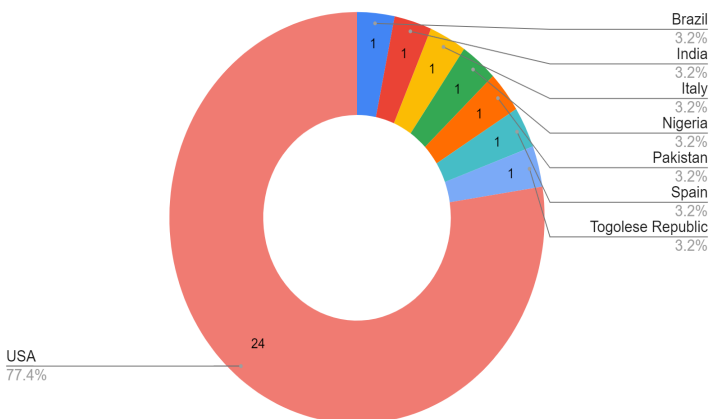
Mentor Industry



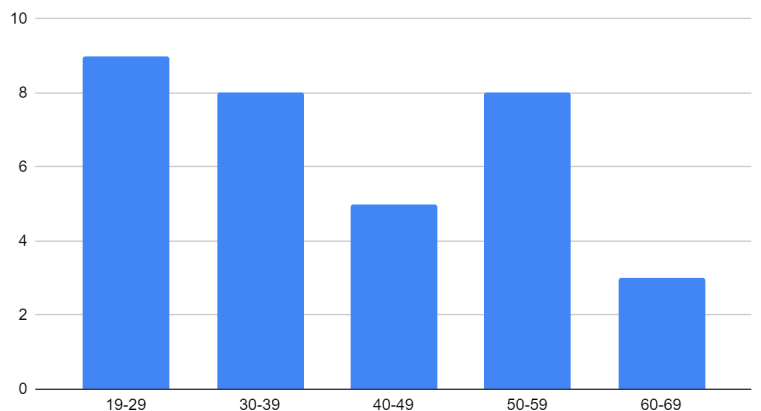
quality work for deadlines. Team participants were required to show both their Model Canvas and Challenge Statement to two mentors and run their pitch by a panel of mentors for feedback and approval before presenting their live pitches to final competition judges. We had mentors from an array of fields, which provided well-rounded perspectives for teams.

Again this year, Hacks for Humanity counted among its mentors State Farm Companies Foundation employees. This year, we had four State Farm employees provide feedback to teams’ live pitches prior to the final judging, giving teams the opportunity to fine tune their pitches.

Mentor Nationality



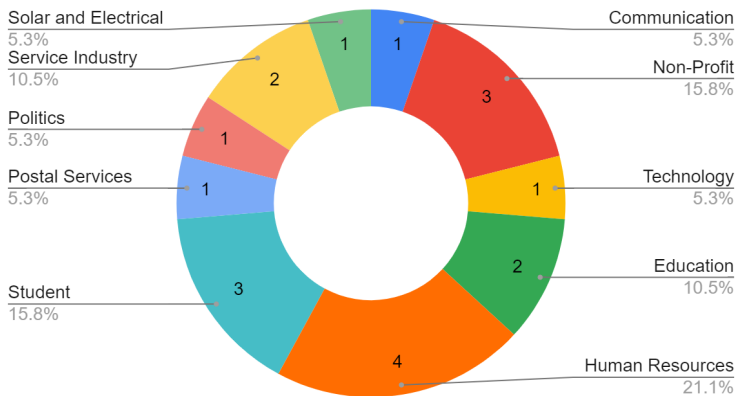
Mentor Age



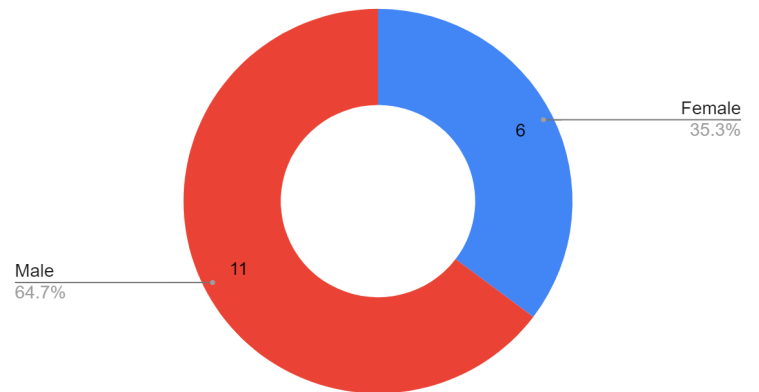
Volunteers (32)

Volunteers sign up in 2-hour blocks to assist in areas of event logistics and implementation. Due to the hybrid nature of this year's hacking event, volunteers were split into virtual and in-person groups. Virtual volunteers verified team submissions and monitored the Slack Help Line. This year, our hackathon counted among its volunteers coders, STEM educators, leaders of nonprofits, and designers from Tonga, Canada and India, Fiji, and Singapore in addition to the United States.

Volunteers' Industries



Volunteer Gender Identity



Judges (4)

- **Cole Busby** is a 2022 graduate of Arizona State University with a BS in neurobiology and a minor in Spanish. He also holds a certificate in iOS App Development. As the College Connect Tempe Advisor for the City of Tempe, Busby provides college access advising primarily to high school students as they determine what they want to do after they graduate, whether it is attending a 4-year school, or attending a non-traditional program, or planning a career path.
- **Karen V. Busch**, PhD, has for 35 years created and developed innovative, interdisciplinary projects, programs, and nonprofits. Such experience has involved designing, managing, and evaluating large collaborative projects both for governmental and nongovernmental agencies. She has also built and implemented strategic plans, monitored and evaluated their progress, and has taught program evaluation and leadership skills and managed/directed a multi-million dollar NGO with over 200 employees.

- **Marchelle F. Franklin** is Director of the City of Phoenix Human Services Department. In this role, she manages a \$195 million budget and leads over 450 employees providing services in emergency rental and utility assistance; senior programs; workforce development; Head Start; outreach, emergency shelter and supportive services for individuals and families experiencing homelessness; and comprehensive services to survivors of domestic violence and sexual assault.
- **David W. Hopkins** is former Vice President of IT Applications at CSAA Insurance Group, a AAA Company and former Division CIO of Technical Operations at American Airlines. An innovative leader who guides companies in highly regulated industries taking technology to the “next level” as their businesses expand and grow through merger and acquisition, Hopkins is known for transforming vague issues into effective strategies and roadmaps that fully leverage the potential of evolving technology.

Speakers and Presentations

Dr. Loretta H. Cheeks, Keynote Speaker, Plenary

Dr. Loretta Cheeks, Ph.D. is a senior executive leader, an entrepreneur, a proud GEM Alumni, and a recognized expert on computing and technology. She has over 20 years of leadership experience, developing and deploying large-scale systems and leading various teams within the ground and satellite communications, avionics, energy systems instrumentation & control and chemical industries for Fortune 500 corporations. Dr. Cheeks earned her Ph.D. in Computer Science from Arizona State University with a focus on Artificial Intelligence and Machine Learning. She is also committed to improving Science, Technology, Engineering, Arts and Mathematics (STEAM) secondary and higher education for underserved and underrepresented groups to follow in her scientific footsteps. To do that, Dr. Cheeks founded "Strong TIES," a non-profit established in 2014.

Alycia de Mesa, Digital Storytelling

Alycia de Mesa is the storytelling and communications faculty instructor for School of Sustainability graduate sustainability leadership programs and served as Associate Director of Project Humanities. Prior to ASU, Alycia spent 25 years in brand development and marketing, much of which was working in the technology industry with start-ups. She is currently Assistant Director of Digital Equity & Social Impact with ASU Enterprise Technology (formerly University Technology Office).

Alycia spoke about the "Power of Storytelling" and covered why storytelling matters and how to do high impact storytelling for startup ideas and pitches.

Jamila Khan, Website Building

Jamila Khan is a former ASU graduate from the School of CLAS. Obtaining a degree in Political Science (B.S.), where she centered her development around humanitarian effort and crisis response. She actively has been a community advocate working for voter rights(literacy), accessibility, religious tolerance, and economic empowerment. Jamila grew up in Pakistan and relocated back to the states for college, Jamila is a first-generation American and first-generation college student. She has ten years of experience working in the tech ecosphere, and currently is an Account Manager at a large FinTech company.

Andrea Passarella, Mindfulness Session

Andrea Passarella is an educator, photographer, and entrepreneur. She is the director and founder of SidewalkSchoolLA, an organization designed to integrate photography and life skills for students as they engage in the diverse landscape and cultures of Los Angeles. Her teaching style is filled with immersive experiences, reflective practice, and practical application. Andrea is the former Dean of Social and Emotional Learning in a K-8 school setting. She received training from Yale University's Center for Emotional Intelligence, an evidence and research-based approach to Social Emotional Learning. Andrea received her Mindfulness Teacher Certification from The Greater Good Science Center at The University of California, Berkeley. The intersection of emotional development, mindful awareness, and the arts is at the heart of her research and practice. Currently, she is pursuing a Master of Arts in Social and Cultural Pedagogy at Arizona State University.

Selected Event Feedback

"Hi!! I was on zoom so I saw it live! I'm overjoyed!! The people I worked with were awesome. I was just about to message you thanking you for the opportunity. I'm all in for this again in 2023."

--Mentor

"Congratulations on another successful Hacks for Humanity Dr. Neal! The sound of the room was full of energy but made it hard to hear the individuals I interviewed. I did accomplish making people feel welcomed. I need to bring a boom mic next time. Jeff was glad to see that someone else was also doing interviews and was using a boom mic. Best part for me was experiencing the excitement of the participants in the beginning and seeing the end products from one intense weekend of collaboration. I finally get it and hope my sharing of the experience on social media

and future conversations with friends, will bring Project Humanities more supporters and participants in your programs. I love what you and others bring to the community! I hope you get some time to rest! Kudos!!! ❤️" -- *Humanity 101 Founder and Volunteer*

"Thank You Dr. Lester for the amazing experience of Hack for Humanities this past weekend! That was an awesome experience. I would offer some constructive feedback but really the few missteps were, well few, and I'm sure you're all over it anyway. The experience was overwhelmingly positive and to think that #1 you conceived, cultivated and brought the idea to life, #2 that you and the few folks on your team were able to corral all those "moving parts" into a beautiful symphony of cooperation and positive energy and #3 that you have been able to impact so many through this program, is truly wonderful. Well done sir, keep up the great work!" -- *Judge*

"Serving with what's in my hand, head and heart. On Saturday, I gave the keynote at Hacks for Humanity led by Dr. Neal Lester. Topic "In Data We Trust", why it's important to design Humanities 101 principles in the technologies we're developing. After the keynote, it was a pleasure to mentor some of the group projects. One of the projects I mentored, CareUp, won 1st prize...\$1,000. And their idea was innovative. You may see AI enabled technologies in homes soon."--*Hackathon Keynote Speaker*

"Thank you Dr. Lester for a great experience. I will see you very soon." -- *Workshop Facilitator*

"Thank you for having me! Had a great time learning more about Project Humanities. There were some eye opening moments, for sure."--*Mentor & Humanity 101 Founder*

"First, a big THANK YOU for asking me to be a judge at the Hacks for Humanity event. I really enjoyed it, and found it to be amazingly well organized. I also learned a lot about what the next generations are bringing to solve world problems. I was very impressed with the quality and creativity of most of the hack ideas."--*Judge*

Participant Feedback:

"Thanks for a great weekend everyone. Seriously, one of the best experiences I have had being creative in a group. See you next year for sure."

"Thank you so much, everyone on the organizing team! You've been wonderful!"

"I want to reach out and extend my gratitude for being a part of PH 2022! What an amazing experience that has opened my eyes to a whole new world of learning, team building and problem solving. I hope to participate next year as well, I'm hooked."

"The food is delicious!! I also love the workplace, it's very motivating. I find it unique how there are different quotes in the workplace. I stare at them when I have free time and they're very motivating."

"The plenary was great and informational. Having a keynote speaker with a background like Dr. Cheeks was inspiring."

"The schedule and break from things is nice. Often in other hackathons, I tend to not have the time to attend other events or workshops because I'm stuck in the code. I like that there isn't much of an emphasis [on the technical aspects], but more of an emphasis on the story telling of the project."

"I really liked how there was a lot of attention to taking a holistic approach to problems rather than just technical. As an engineer it was really refreshing. This was also a SUPER organized event, and I appreciated it."

"The mentoring sessions were amazing. I liked the way we had a mentor for each part of the project from storytelling by Alycia de Mesa and humanity by Dr. Cheeks to website designing by Jamila Khan and the mindfulness session by Andrea this morning. Finally, the pitching mentoring was amazing."

"The hybrid style was very fun and being able to attend events from across the world is really cool."

Sponsors

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2. ASU University Technology Office
3. ASU J. Orin Edson Entrepreneurship + Innovation Institute
4. JDT Family Foundation
5. Jenny Norton & Bob Ramsey

Supporters

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9. Tempe Boat Rentals of America
10. Japanese Friendship Garden of Phoenix Arizona
11. ASU School of International Letters and Cultures
12. The Phoenix Symphony
13. The Nile Coffee Shop
14. World's Best Connectors
15. Bill and Mary Glover
16. Pip Coffee + Clay
17. Trader Joe's

Event Media Coverage

AZ Free News September 25, 2022 (Online)

“ASU to Host Hackathon ‘For The Social Good’, No Coding Experience Required”

<https://azfreenews.com/2022/09/asu-to-host-hackathon-for-the-social-good-no-coding-experience-require-d/>

Ahwatukee Foothills News September 28, 2022 (Print, p. 24)

“Ahwatukee professor planning 2022 ‘Hacks for Humanities’ ”

Arizona Informant October 5, 2022 (Print, p.7)

“Project Humanities Hosts 9th Hacks for Humanity”

ASU Student Media Welcome Back 2022-2023 (Print, p. 7)

“ASU Hackathon”

ASU News October 13, 2022 (Online)

“CareUp wins 1st-place prize at Hacks for Humanity Event”

<https://news.asu.edu/20221013-solutions-asu-students-come-app-idea-help-caregivers>

University News October 13, 2022 (Online)

“ASU students come up with app idea to help caregivers”

<https://usenate.asu.edu/asu-students-come-app-idea-help-caregivers>

Ahwatukee Foothills News November 2, 2022 (Print and Online, p. 27)

“Ahwatukee prof's program yields useful apps”

<https://issuu.com/timespub/docs/issuu/26>

Virginia G. Piper Charitable Trust November 3, 2022 (Online)

Facebook share of the ASU article about CareUp

Ahwatukee Foothills News November 7, 2022 (Online)

“Ahwatukee prof’s program yields useful apps”

https://www.ahwatukee.com/community_focus/article_ccdc7de0-5bb2-11ed-bee7-e3a70cb57a65.html

Arizona News November 7, 2022 (Online)

“Ahwatukee Prof program provides useful apps | community focus”

<https://localtoday.news/az/tgens-runway-for-research-raises-funds-for-womens-cancer-48245.html>

Our Community Now November 11, 2022 (Online)

Special mention, “Ahwatukee prof’s program yields useful apps”

Mesa Tribune November 24, 2022 (Print)

“ASU professor’s program yields useful apps”

Post-Event Activity

- The second place team, Team 6, with their app idea of “Generation Connection” sparked the interest of one of the judges and founders of Mirabella, ASU’s retirement community. With future collaboration, it may well be that this idea turns into a concrete app. Initial meetings and planning has commenced.
- The first place team, Team 5, with their app idea of “CareUp”, has received interest from a judge as well. Residents at Mirabella are interested in mentoring and/or consulting their team as well as assisting in finding funding.