

**10th Annual Hacks for Humanity 2023:
Event Report**

Recap Video: [▶ Hacks for Humanity 2023 | 10th Annual Hackathon | Event Recap](#)



Project Humanities Celebrates 10 Years of Hacking for Humanity

Creating business canvas models, three- and five-minute pitching, researching three competitors, determining financial sustainability, and building a website constitute the typical purview of business and engineering types but not necessarily humanities. Yet this is the arena Project Humanities at Arizona State University stepped into for the **tenth** time on Friday evening, **October 6 through Sunday afternoon, October 8** in its unique and impactful “**Hacks for Humanity: Hacking for the Social Good.**” Bringing together undergraduates, high school students, professionals, retirees across the Valley for 36 hours to innovate a technology for the social good has been an effective way to demonstrate the rewards of diversity, collaboration, and community-building. In this space, engineers, businesspeople, artists, generalists, techies, and non-techies were randomly assigned teams to create and innovate. This year’s competition tracks were **Disability/ Ableism, Fashion, and Animals (Non-Human)**, and 12 teams of 4-5 members worked diligently to create and pitch impressive products that embodied at least 3 of the 7 values Project Humanities calls Humanity 101—*compassion, forgiveness, empathy, kindness, integrity,*



respect, and *self-reflection*. Humanity 101 is not a course but rather a series of activities and programs that center humanity and justice. **100+ individuals**—team competitors, volunteers, mentors, Project Humanities staff, Project Humanities student workers and interns, workshop facilitators, keynote speaker, and judges—made this event particularly special as it was the first totally in-person **Hacks for Humanity** since before the pandemic.

In addition to the intense focus on social challenges and interventions, competitors enjoyed a fun collaborative icebreaker—**building balloon furniture with a roll of masking tape and 25 balloons. In 20 minutes, teams built arm rests, mattresses, rafts, and chairs. Once built, a member of the team had to sit on the balloon for 30 seconds without popping said balloons.** Other fun activities punctuating the event included therapy dogs, silent disco, board games, and lots of delicious food from Citron Caterer. **An opening plenary by hackathon leading Sponsor—State Farm Companies Foundation—challenged everyone to be more mindful of everyday ableism experienced by those who are deaf or hard of hearing. Friday night’s plenary was followed by Saturday morning workshops on each of the three tracks.**

Selected Event Feedback: Participant/ attendee feedback below was generated from our post-hackathon survey question: **What did you find unique about the Hacking event?**

“Amazing experience.”

“Good execution and management.”

“It's really nice that we are helping people through the knowledge we have.”

“Not just coders, teams are not required.”

“The humanity aspect.”

“Mix of tech & humanitarian.”

“I liked the mentors that provided lots of valuable experience and perspective.”

“The structure was amazing.”

“Being a Computer Science grad it never happens to look at things from a humanitarian perspective. That is something which I found really cool here.”

“The humanity focus and mix of participants made it more than just a tech conference.”

“Great connections and opportunities.”

“Amazing people.”

“Working on community development ideas.”

“The emphasis on stories.”

Participant/ attendee feedback below was generated from our post-hackathon survey question:
What are some aspects of the Hackathon that you think we should keep in the future?

“Suspense factor.”

“Assignments according to interest in a team.”

“Food, innovation and technology!”

“Fun activities and dog therapy.”

“The organization and activities were good.”

“The extra workshops and activities were fun.”

“I like the in person concept, also the food was decent. I think it was well done.”

“Random teams, GREAT food, and raffle draws!”

“Food.”

“The structure and mentors from all aspects.”

“The food.”

“Better topics understanding.”

“Brainstorming.”

“The principles.”

“I liked the activities and workshops.”

“Keep it similar.”

“To participate everytime it happens”

“Giving out free stuff in the middle of the day to have some kind of excitement lol, thought that was neat.”

“Keeping it open to all.”

“There can be more time provided.”

“Let people decide their team formation.”

“Great food and clean places.”

“I really liked the access to good food, snacks, and mentors. The mixed teams were frightening at first, but ultimately provided a better experience.”

“I think the format of the hackathon itself is really very good and nothing more improvements are needed for now.”

“Instructions on websites.”

“The team spirit.”

“Humanities.”

“Everything was great.”

“I think that the hackathon should continue giving free food and making teams randomly and encourage people to stay in the event during the night.”

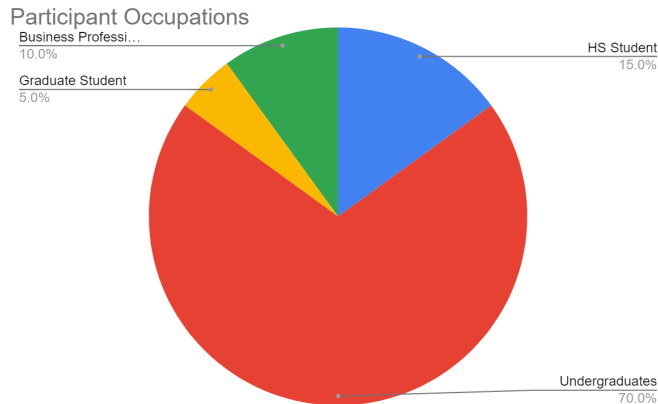
Event Location: 1951@SkySong, Arizona State University [Scottsdale, AZ]

Friday-Sunday (6-8 October 2023)

This year's event competition consisted of **12 teams** with **55** competing participants.

Participant Education

- Undergraduate students 30
- Graduate students 18
- High schoolers 2
- Business professionals 5



Participant Expertise

Graduate Student Majors

- Computer Science 5
- Information Technology 8
- Construction Management and Technology 1
- User Experience 2
- Cybersecurity 1
- Robotics and Autonomous S systems 1

Undergraduate Student Majors

- Computer Science 18
- Digital Marketing 1
- Digital Culture 1
- Business Communications 1
- Exploratory 1
- Biomedical Engineering 1
- Engineering (Robotics) 2
- Industrial Design 1
- Molecular Biosciences and Biotechnology 1

Competition Results

1st Place (Tied): Team 7 Diego's Journey

Track: (Disability/Ableism)

Majors: Engineer (Robotics), Business Communications, Computer Science, Exploratory

Students: Undergraduate Students and Graduate Students

Diego's Journey is an educational app with games designed to support and promote childhood development, with a tool for early detection of disabilities. This product addresses the challenge of learning disabilities, particularly in children. The software provides games for children throughout different developmental ranges (0-2 y/o, 2-5 y/o, and 5+ y/o). The solution is to provide a fun way for children to improve cognitive development through games, and providing performance metrics and notes to parents regarding their child's performance. The **Humanity 101** principles in this product are: *compassion, empathy, and respect.*

1st Place (Tied): Team 11 Sign Link

Track: (Disability/Ableism)

Majors: Computer Science, Molecular Biosciences and Biotechnology Psychology and Sustainability

Students: Undergraduate Students

A major challenge surrounds the ability for deaf and hearing communities to communicate with one another. *Sign Link* is a product that bridges gaps between those two communities by creating a translation tool that allows for seamless interactions between people who use sign language and people who speak. The **Humanity 101** principles in this product are *compassion, integrity, and kindness.*

Second Place: Team 1 Pupability

Track: Animals (Non-Human)

Majors: Computer Science, Entrepreneurship

Students: Undergraduate Students and Graduate Student

Business Professionals: Developer, Entrepreneur

Pupability is an app that connects people with disabilities who don't have a platform to find service animals that best meet their needs. This product allows potential owners and animal trainers to meet in a centralized marketplace with transparent pricing. The **Humanity 101** principles in this product are *compassion, empathy, respect, and integrity.*

Third Place: Team 5 Generative Visual Language

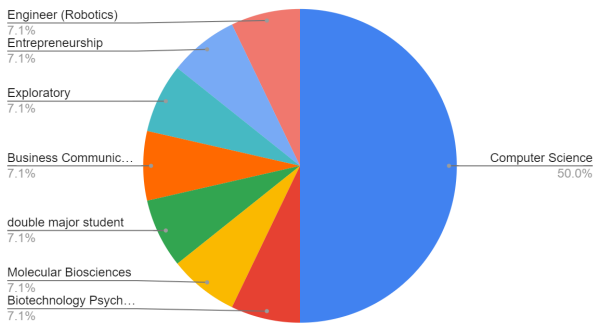
Track: (Disability/Ableism)

Majors: Computer Science

Students: High School Students, Undergraduate Students, and Graduate Student

Generative Visual Language is a product that will revolutionize how people with difficulties hearing attend video calls. This video app transforms speech/text to context-relevant images for enhanced understanding, ensuring equal participation for everyone in video calls. The **Humanity 101** principles in this product are *compassion, integrity, and kindness.*

Team Winner Industries



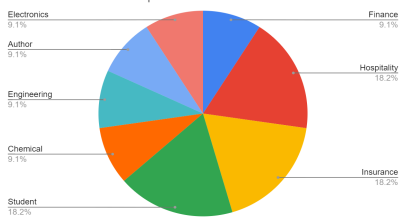
Project Humanities Staff, & Student Interns (10)

Mentors (14)

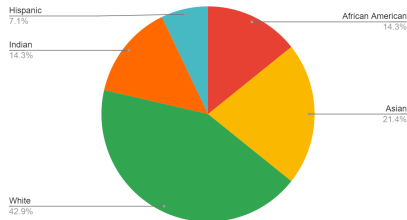
Mentors committed a minimum of 2-hour blocks wherein they tested teams’ ideas and offered guidance. Mentors utilized their expertise to help teams spark creativity, generate ideas, problem solve, and develop final presentations. Mentors were scheduled according to their expertise and assisted participants with submitting on time quality work for deadlines. Team participants were required to show both their Canvas Business Model 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. Mentors from diverse fields provided critical perspectives for each team.

For the tenth year in a row, **Hacks for Humanity** counted among its mentor teams State Farm Companies Foundation employees. State Farm employees provided feedback to teams’ live pitches prior to the final judging, giving teams the opportunity to fine tune their pitches.

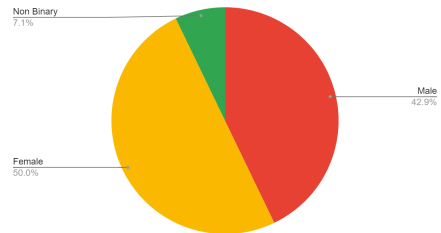
Mentors: Industries Represented



Mentors: Ethnicities Represented



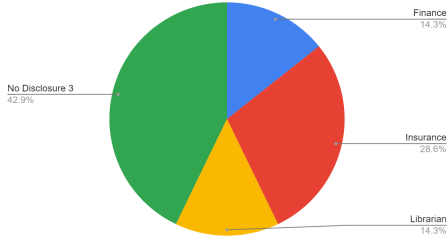
Mentors: Gender Identity Represented



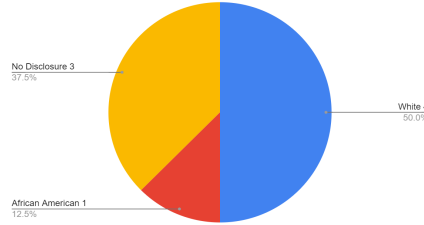
Volunteers (8)

Volunteers had responsibilities such as event setup, assisting with the icebreaker, verifying team submissions for participants, as well as assisting Project Humanities staff as needed.

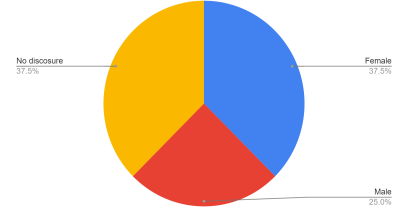
Volunteer: Industries Represented



Volunteer: Ethnicities Represented



Volunteer: Gender Identity Represented



Judges (4)



Dr. Ibeh Agbanyim is a certified DEI coach, certified management and leadership executive, and certified mental health and wellbeing in the workplace expert. He is a contributor at the *Psychology Today*, *Forbes*, and *The International Honor Society in Psychology*. He is a multiple bestselling author of *The Five Principles of Collaboration* which he uses to coach executives on how to improve human relationships in the workplace. He earned both master’s and doctorate in industrial and organizational psychology from Grand Canyon University; executive certificates from both MIT Sloan School of Management, and Harvard Kennedy School.



Dr. Elizabeth J. Donaldson holds a Ph.D. in English and is a scholar of disability, madness, the history of psychiatry, and American literature. She has published essays on LSD-inspired disability-immersion experiences of schizophrenia, mental illness in film, antipsychiatry in Lauren Slater’s memoirs, the depiction of psychosis in comics, and physiognomy and madness in *Jane Eyre*. She joined ASU in July 2023 as the inaugural director of the School of Applied Sciences and Arts in the College of Integrative Sciences and Arts at the Polytechnic campus.



Terry Hanson has been a resident of The Valley since 1975. His professional background has swung from sales and distribution to industrial manufacturing to healthcare. International travel to all the continents and over 150 countries has been his 'unpaid vacation'. Philanthropic volunteering has also consumed much of Terry's free time in the Valley, serving on multiple foundation boards over the years.



Ada Martin Ada (Ah-tha) Martin (she, her, ella) owns Equitable Learning Solutions, an educational consulting business where she serves as a Diversity and Inclusion Learning Consultant, advising companies on best practices related to Diversity, Equity, and Inclusion training. She is also a former Senior Instructional Designer for W.P. Carey School of Business and the past president of ASU's Chicano/Latino Faculty and Staff Association. Ada holds an undergraduate degree in Spanish from Arizona State University and a master's in Educational Counseling from the University of Phoenix, and she is a doctoral candidate in her final year of study in the Educational Leadership and Policy doctoral program at the University of Arizona. Her work focuses on DEI in higher education and the institutional harm often inflicted on Black and Latino educators in academic spaces.



SPONSORS

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Japanese Friendship Garden
Children's Museum of Phoenix
Butterfly Wonderland
Starbucks

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School of Transborder Studies
Watts College of Public Service and Community Solutions
School of Historical, Philosophical and Religious Studies
American Indian Policy Institute

College of Global Futures
Humanities Lab

Opening Keynote & Workshop Speakers (4)

Speaker: Michael Hansen

Opening Plenary Keynote: State Farm Companies Foundation

Topic: *Accessibility Matters*

Date: Friday, 6 October 2023

Speaker Biography: **Michael Hansen** was born with a hearing loss and grew up wanting to make a positive impact on people with one or more disabilities. Currently, he is a manager at State Farm Insurance where he enjoys supporting his teams and advocating for the disability community through the Advocacy of Disabilities and Education Employee Resource Group.

Facilitator: Terri Hlava, PhD

Workshop: *“Welcome to Creating Classroom Community via Canine Connection”*

Track: **Animals** (Non Human)

Date: Saturday, 7 October 2023

Terri Hlava holds a PhD in Education Psychology and is the personal human to Copper D., Shay B., and Montreux G. Hlava. They teach Disability Studies, Justice Studies and Ethnic Studies courses at Arizona State University and research children’s implicit theories of academic ability for self, others and other species. In 2007, Terri and her teammates co-founded H.A.B.I.T.A.T. (Human Animal Bond In Teaching And Therapies). Terri’s happy place is always in the company of dogs and most anywhere outdoors.

Facilitator: Jessie Kosak

Workshop: *“Sustainable Systems in Fashion, Sustainable Design Studio, Contemporary Fashion”*

Track: Fashion

Date: Saturday, 7 October 2023

Jessie Kosak received a Bachelor of Fine Arts in fashion design and sustainability and a Master of Fine Arts in fashion design and society from Parsons, The New School for Design in New York City. She has worked internationally as a designer for over a decade, and as an environmental and sustainability researcher for the fashion industry. She is currently an Instructor at Arizona State University, where she teaches courses on fashion design and sustainability. Her current research focuses on the connection between historicism in fashion and emotional durability as a catalyst for lowered consumption.

Facilitator: Adero C. E. Allison, PhD



Workshop: “Ableism and Inclusion, Why Does It Matter?”

Track: (Disability/Ableism)

Date: Saturday, 7 October 2023

Adero C. E. Allison, PhD (she/her) is Assistant Director, Student Accessibility and Inclusive Learning Services at Arizona State University. With a background in music, disability, and social sciences, Dr. Allison has experience that spans over 40 years working with people with disabilities from vocational programs to large systems change projects related to disability in work, home, and employment, and currently, with students in ASU undergraduate and graduate programs. She is a scholar/practitioner serving professionally as a private coach and organizational consultant. In her current position, she coordinates the development of new initiatives to develop student supports that go beyond the provision of accommodations to life skill development and employment preparation for beyond the university. Her ability to see and share where things connect and where they lead allows me to help individuals and organizations expand their awareness and potential.

Media & Marketing

[Hacks for Humanity Promo Video - YouTube](#)

[ASU Project Humanities - Hackathon - Greater Phoenix Chamber](#)

[Hacks for Humanity: Hacking for the social good - Devpost](#)

[Hacks for Humanity - Oct 6, 2023 to Oct 8, 2023 \(chandlerchamber.com\)](#)

[Hacks for Humanity – Hackathon for Social Good](#)

[Ahwatukee Lifestyles Magazine](#) [2 monthly ads]

[Ahwatukee prof’s group ‘hacks’ for social good | Community Focus | ahwatukee.com](#)

[Makerspace student recognized at Hacks for Humanity event | ASU Library](#)

Print: Ahwatukee Prof's Group 'Hacks' for Social Good," *Ahwatukee Foothills News* (25 October 2023): 25, 28

Newsletters

Project Humanities (monthly) 5 mentions

Arizona Faith Network

Institute for Humanities Research

ASU NGSC The Pulse

Banner

Memorial Union (Tempe Campus)
 Student Union (Poly Campus)

Social Media Coverage:

Instagram


- Stories Posted 12 Stories Impressions 1,540
- Feeds Posted 10 Feed Impressions 3,686

Facebook

- Stories Posted 12
- Feeds Posted 10
- Paid Ads 4
- Analytics Photo Captures
-


Completed • Sep 26 • Created by Rachel Sondgeroth Paralkar [View results](#) [Boost again](#)

Website promotion

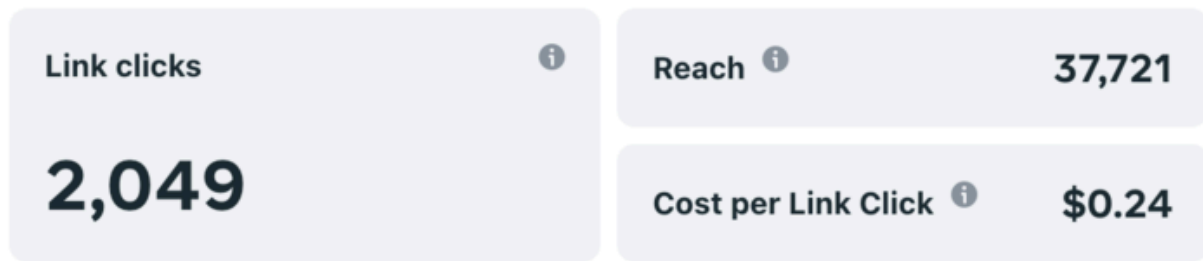
	Website visitors Have you heard? 🗣️ Our annual H...	37,721 Reach	2,049 Link clicks	\$495.99 Spent at \$62.00 per day
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Completed • Sep 25 [View re...](#)

Hacks for Humanity > 1 ad set > 0 ads

	Traffic ID: 23860847720040090	5,775 Reach	405 Link clicks	\$57.17 Amount spent
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Performance i



Activity

Post engagements



3-second video plays



Link clicks



Post reactions

| 26

- X's 5

Google Analytics Snapshots

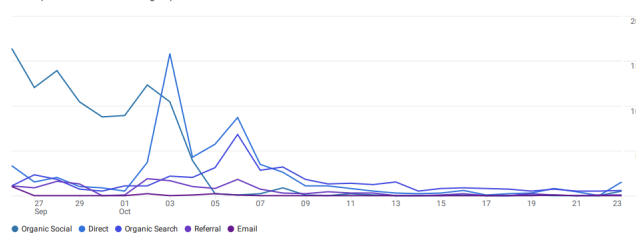
All Users [Add comparison](#)

Last 28 days: Sep 26 - Oct 23, 2023
Compare: Aug 29 - Sep 25, 2023

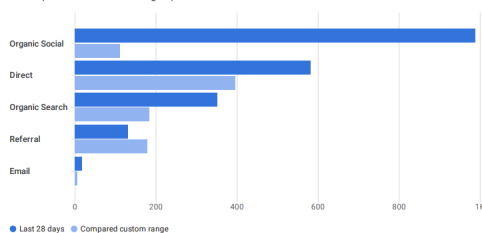
Traffic acquisition: Session default channel group

[Add filter](#)

Users by Session default channel group over time



Users by Session default channel group



Search...

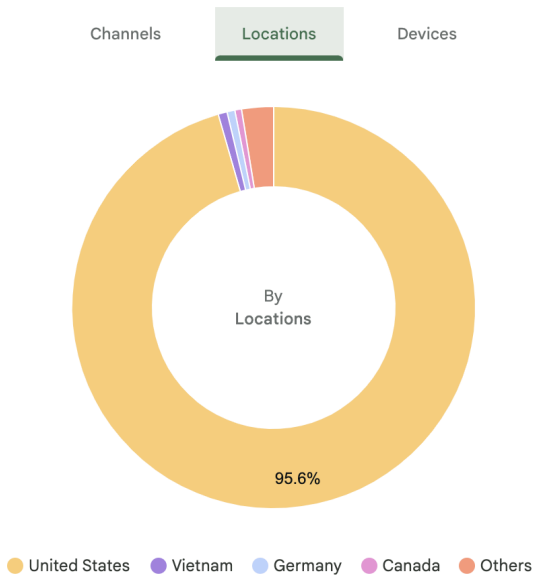
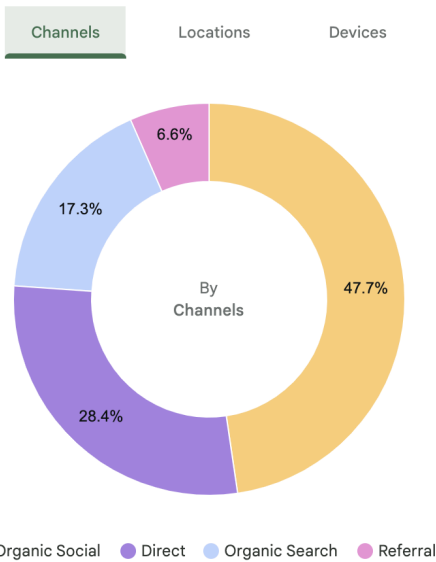
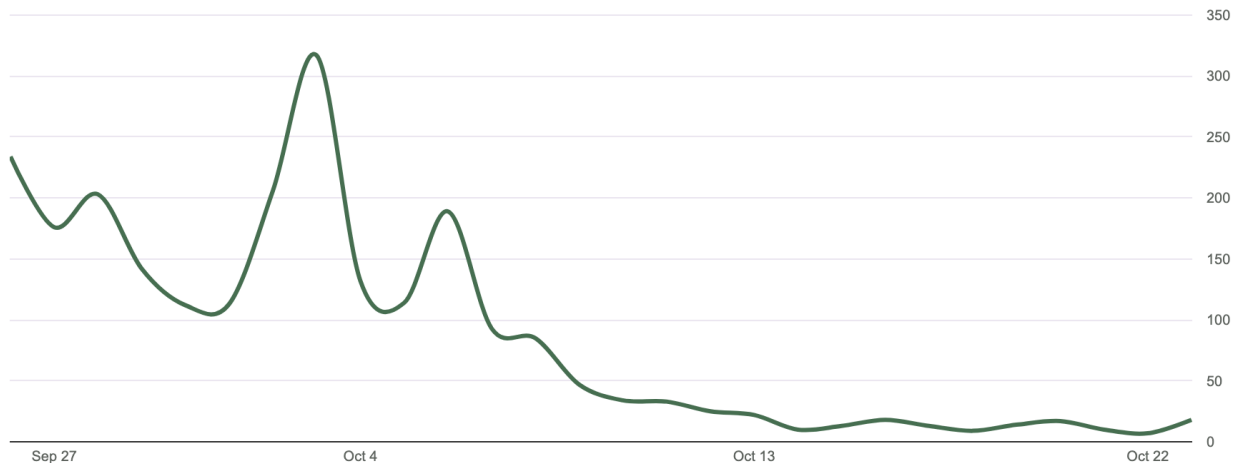
Rows per page: 10 1-6 of 6

Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	Total revenue
1 Organic Social	2,054 vs. 873 ↑ 135.28%	2,749 vs. 1,218 ↑ 125.7%	726 vs. 484 ↑ 50%	0m 24s vs. 33.6s ↓ -28.17%	0.35 vs. 0.55 ↓ -36.25%	3.49 vs. 3.67 ↓ -5.01%	26.41% vs. 39.74% ↓ -33.54%	9,592 vs. 4,474 ↑ 114.39%	0.00 vs. 0.00	\$0.00 vs. \$0.00
Sep 26 - Oct 23, 2023	988	1,052	52	0m 01s	0.05	3.02	4.94%	3,179	0.00	\$0.00
Aug 29 - Sep 25, 2023	111	117	20	0m 08s	0.18	3.31	17.09%	387	0.00	\$0.00
% change	790.09%	799.15%	160%	-82.45%	-70.79%	-8.64%	-71.08%	721.45%	0%	0%
2 Direct										
Sep 26 - Oct 23, 2023	581	819	247	0m 25s	0.43	3.42	30.16%	2,803	0.00	\$0.00
Aug 29 - Sep 25, 2023	395	507	145	0m 27s	0.37	3.43	28.6%	1,739	0.00	\$0.00
% change	47.09%	61.54%	70.34%	-8.69%	15.81%	-0.22%	5.45%	61.18%	0%	0%
3 Organic Search										
Sep 26 - Oct 23, 2023	352	644	309	0m 50s	0.88	4.10	47.98%	2,640	0.00	\$0.00
Aug 29 - Sep 25, 2023	183	288	143	0m 40s	0.78	4.24	49.65%	1,222	0.00	\$0.00
% change	92.35%	123.61%	116.08%	24.91%	12.34%	-3.39%	-3.37%	116.04%	0%	0%
4 Referral										
Sep 26 - Oct 23, 2023	131	207	109	0m 51s	0.83	3.93	52.66%	814	0.00	\$0.00
Aug 29 - Sep 25, 2023	179	286	172	0m 48s	0.96	3.77	60.14%	1,078	0.00	\$0.00
% change	-26.82%	-27.62%	-36.63%	6.03%	-13.41%	4.33%	-12.44%	-24.49%	0%	0%
5 Email										
Sep 26 - Oct 23, 2023	17	18	7	0m 22s	0.41	3.39	38.89%	61	0.00	\$0.00
Aug 29 - Sep 25, 2023	6	9	2	1m 07s	0.33	3.44	22.22%	31	0.00	\$0.00
% change	183.33%	100%	250%	-66.12%	23.53%	-1.61%	75%	96.77%	0%	0%
6 Unassigned										
Sep 26 - Oct 23, 2023	11	11	0	1m 24s	0.00	8.64	0%	95	0.00	\$0.00
Aug 29 - Sep 25, 2023	10	10	1	0m 07s	0.10	1.70	10%	17	0.00	\$0.00
% change	10%	10%	-100%	995.63%	-100%	408.02%	-100%	458.82%	0%	0%

All Users

2.1K

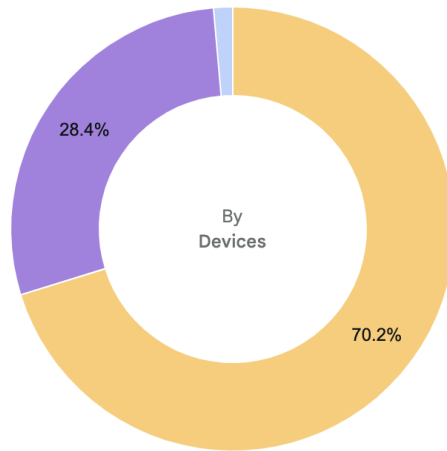
↑131.9% compared to the previous 28 days



Channels

Locations

Devices



● Mobile ● Desktop ● Tablet

Search traffic over the last 28 days

Total Impressions

7.1K

↑ 20.3%

Total Clicks

377

↑ 85.7%

Unique Visitors from Search

358

↑ 88.4%

Set up conversion events to track how well your site fulfils your business objectives.

Conversions completed



Set up conversions

