Inaugural National STEM Collaborative
Women of Color STEM Entrepreneurship Conference
The New Normal: Women of Color Innovations and Achievements through STEM Entrepreneurship
May 20-22, 2016 • ASU SkySong • Scottsdale, AZ

Thank you to our sponsors

Thank you to our conference co-hosts

#TheNewNormal2016
cgest.asu.edu/collaborative
The New Normal: Women of Color Innovations and Achievements through STEM Entrepreneurship

The Center for Gender Equity in Science and Technology at Arizona State University (ASU) through the National STEM Collaborative is pleased to welcome you to the inaugural Women of Color in STEM Entrepreneurship Conference.

The conference is a collaborative effort to advocate for increased participation of women of color in entrepreneurship experiences and small business enterprise; to advance entrepreneurship education and entrepreneurial student engagement; and to transform the ways that entrepreneurship is viewed, taught and experienced in higher education.

The National STEM Collaborative

The National STEM Collaborative is a consortium of higher education institutions and non-profit partners that advocates for girls and women of color in STEM by providing research and evidence based practices, networking resources, programs and initiatives that may be seamlessly implemented in p-20 education settings. The collaborative equips fellow advocates with the tools to expand opportunities for girls and women of color to enter, persist, and succeed in STEM both academically and professionally.

Schedule at a Glance

Friday, May 20th

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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Building - Room</th>
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<tbody>
<tr>
<td>3:00 – 6:00 pm</td>
<td>Conference Check-in</td>
<td>3-135</td>
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<tr>
<td>6:00 – 8:00 pm</td>
<td>Welcome Reception</td>
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<td>Keynote Speaker</td>
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Saturday, May 21st

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<td>7:00 – 10:00 am</td>
<td>Conference Check-in</td>
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<td>7:00 – 8:00 am</td>
<td>Continental Breakfast</td>
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<td>8:00 – 9:30 am</td>
<td>Keynote Speaker</td>
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<td>9:30 – 9:45 am</td>
<td>Break</td>
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<tr>
<td>9:45 – 11:15 am</td>
<td>Breakout Session I</td>
<td>1-241</td>
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<td>Entrepreneurship Panel</td>
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<td>Intrapreneurship Track</td>
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<td>11:15 – 11:30 am</td>
<td>Break</td>
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Sunday, May 22nd

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<th>Activity</th>
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<tbody>
<tr>
<td>8:00 – 9:00 am</td>
<td>Continental Breakfast</td>
<td>1-2nd Floor Lounge</td>
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<tr>
<td>9:00 – 10:15 am</td>
<td>Breakout Session IV</td>
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<td>Entrepreneurship Track</td>
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<td>Implicit Bias Panel</td>
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<td>10:15 – 10:30 am</td>
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<td>Brunch</td>
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<tr>
<td>11:30 – 1:00 pm</td>
<td>Lunch</td>
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<td>1:00 – 1:15 pm</td>
<td>Breakout Session II</td>
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<td>1:15 – 2:45 pm</td>
<td>Entrepreneurship Track</td>
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<td>Hands-on Workshop Continued</td>
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<td>2:45 – 3:00 pm</td>
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<td>3:00 – 4:30 pm</td>
<td>Breakout Session III</td>
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<td>Entrepreneurship Track</td>
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<td>Hands-on Workshop Continued</td>
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<td>4:30 – 4:45 pm</td>
<td>Break</td>
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<td>4:45 – 7:00 pm</td>
<td>Screening and Discussion of Code Girls</td>
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Friday, May 20th

3:00 – 6:00 pm  Conference Check-in  3-135
6:00 – 8:00 pm  Welcome Reception and Keynote  3-135

Remarks by Dr. Christine Wilkinson
Senior Vice President and Secretary of Arizona State University

Keynote Speaker

Walking in Beauty on an Ever-Changing Path: A Navajo Woman Engineer’s Experience

Sandra Begay-Campbell
Indian Energy Program Lead
Sandia Laboratories

Sandra Begay-Campbell is a Principal Member of the Technical Staff at Sandia National Laboratories where she leads Sandia’s technical efforts to assist Native American tribes with their renewable energy developments.

Sandra received a Bachelor of Science - Civil Engineering degree from the University of New Mexico. She worked at Lawrence Livermore National Laboratories before she earned a Master of Science - Structural Engineering degree from Stanford University. Sandra has been with Sandia National Laboratories for over 21 years.

Sandra is a recent recipient of the American Indian Science and Engineering Society’s Life-time Achievement Award; the University of New Mexico’s 2007 Zia Alumnus Award; the 2005 UNM School of Engineering Distinguished Alumnus Award and she received the Stanford University 2000 Multicultural Alumni of the Year Award. She was also selected as a recipient of the Governor’s Award for Outstanding Women from the New Mexico Commission on the Status of Women.

Sandra is recognized in a book profiling women engineers, “Changing Our World: True Stories of Women Engineers.” Begay-Campbell is included in the chapter “Women in Power”, which describes her effort to provide electricity through solar panels and other alternative energy solutions to hundreds of remote tribal members on the Navajo Reservation.

Saturday, May 21st

7:00 – 10:00 am  Conference Check-in  3-135
7:00 – 8:00 am  Breakfast  3-135
8:00 – 9:30 am  Keynote  3-135

Keynote Speaker

La Coronela: My Leadership Journey

Lisa Firmin, MS, MHRM, USAF Col. Ret. Associate Provost for Faculty/Student Diversity and Recruitment at the University of Texas at San Antonio

As Associate Provost for Faculty/Student Diversity and Recruitment at the University of Texas at San Antonio (UTSA), Lisa Firmin created the UTSA Top Scholar program aimed at high achieving students, combining merit scholarships with student enrichment experiences enhancing the quality of each incoming freshman class. She developed the first ever Presidential level Distinguished Diversity awards program for faculty, staff and students and championed the addition of Gender Identity/Gender Expression to the university’s nondiscrimination policy. Firmin serves as co-chair of the Veteran Student Advisory Committee, educating others about the nontraditional veteran student and in 2013, co-authored a book chapter titled “Serving Student Veterans at the University of Texas at San Antonio: Accomplishments and Challenges,” in Building Bridges for Student Success: A Sourcebook for Colleges and Universities. In 2014, her collaborations resulted in the creation of an online training module highlighting Veteran Culture Competence for faculty and staff. Recently in 2016, her latest book chapter The Transition: Colonel to Associate Provost is featured in Adapt and Overcome: Essays on the Student-Veteran Experience. She has also published the article Deploying Leadership, in the Phi Kappa Phi Forum Spring edition. Firmin retired from the United States Air Force as a Colonel and its most senior ranking Latina officer, after leading UTSA’s ROTC program to the best in the nation and being awarded a Bronze Star Medal for her efforts in combat in Iraq’s Sunni Triangle. She has received many honors and accolades such as the United States Hispanic Chamber of Commerce National Latina Leader award, the Governor of Texas’ Yellow Rose award, the National Diversity Council’s Trailblazer and Most Powerful and Influential Women in Texas awards and the Hispanic Women’s Network of Texas Trailblazer Award. She is a member of the Board of Directors for the Texas Diversity Council, a member of the
9:30 – 9:45 am  Break

9:45 – 11:15 am  Breakout Session I

Entrepreneurship Panel:  
Jenny Poon, Founder  
Co+Hoots

Sharon Wong, Acting Director  
Office of Diversity and Inclusion  
U.S. Office of Personnel Management

Hope Shimabuku, Director  
Texas Regional United States Patent and Trademark Office

Moderator: Anita Blanco, Director  
Diversity Recruitment & Engagement  
Stanford University School of Medicine

Intrapreneurship Track:  

The Art of Personal Branding  
Ellen Looyen  
Personal Branding Consultant

Personal Branding is about how others perceive and experience you and the impression you leave behind. A critical tool for business and career success, your personal brand should convey the best version of yourself, communicate your uniqueness and value and energetically connect to those you want to influence.

11:15 – 11:30 am  Break

11:30 – 1:00 pm  Lunch and Keynote

Keynote Speaker  
Kate Gallego, Vice Mayor  
City of Phoenix

Vice Mayor Kate Gallego represents District 8, a diverse area that includes everything from one of the world’s busiest airports to the world’s largest municipal park. As a member of the Phoenix City Council, Kate has focused her energy on economic development and improving Phoenix’s transportation system. She led the campaign to pass Proposition 104, the city’s transportation plan through 2050. She also spearheaded the successful effort to develop Phoenix Equal Pay Ordinance, working toward pay equity for all residents.

Kate has brought an entrepreneurial spirit and extensive economic development knowledge to her service on the council. Prior to being elected, Kate worked on Strategic Planning and Economic Development for Salt River Project and earned an MBA in Entrepreneurial Management from the Wharton School of Business at the University of Pennsylvania. Kate is the only MBA on the Phoenix City Council. Vice Mayor Gallego is the first woman to represent District 8 and the only member of the Millennial Generation to serve on the council. She has been recognized with the “Courage” Award from the Girl Scouts Cactus-Pine Council for her work on the Phoenix Equal Pay Ordinance and as Elected Official of the Year by the National Association of Social Workers Arizona Chapter for her work on expanding access to transportation. The Wharton School of Business named her to its inaugural “40 Under 40” alumni list in 2015.

Kate graduated Phi Beta Kappa from Harvard University with a degree in Environmental Studies. She is married to United States Congressman Ruben Gallego.

1:00 – 1:15 pm  Break

1:15 – 2:45 pm  Breakout Session II

Entrepreneurship Track:  

How to Inspire Young Women to be STEM Entrepreneurs, Is There a Formula?  
Andrea Chaves, Technology Coordinator  
The Young Women’s Leadership School of Astoria

Tech Crew is a self-directed class comprised of student web and graphic designers, coders, filmmakers, and project managers who are passionate about pursuing careers in STEM fields. Student in TechCrew do not merely “complete” tasks and/or assignments, they design, innovate, plan and execute their own
projects from start to finish. In creating their own, personalized curriculum that engages and guides their interests in STEM, these young women become project managers, entrepreneurs, market research analysts, software developers and other key roles in STEM-related fields.

Intrapreneurship Track: 1-249

Cultivating Intrapreneurship: A Workshop for Entrepreneurs from Within
Stephanie Clerge, Leadership Coach and Founder
StrengthsPro

Like many of life’s other complexities, Intrapreneurship is a healthy mix of nature and nurture. In this workshop we’ll discuss the fundamental frameworks of growth for both the internal entrepreneur and those who support intrapreneural efforts within organizations. Participants will discover and deepen their knowledge of: the shared traits of intrapreneurs and entrepreneurs, why intraprenurship is more than innovation, how to cultivate it within yourself and within the organization, and the role of women of color in the rise of intrapreneurship. With one part inspiration and one part information, you’ll be sure to leave ready to provide two parts of impact!

Implicit Bias Workshop: 1-201

It Takes a Village to Create a Women of Color in STEM
Dr. Erika Tatiana Camacho
Associate Professor, Math and Natural Sciences
Arizona State University

Increasing the number of women of color in the mathematical sciences is a joint effort that requires input from multiple vantage points. There have been a number of efforts over the years to encourage minority women to enter STEM careers. Nevertheless, the number of minority women still remains quite small. Those of us occupying the race gender intersection face unique circumstances and challenges as students and faculty/professionals. In this presentation I will discuss what kind of “village” raised me up as a mathematician and STEM professional. I will share with you my experiences including the pitfalls I had to overcome to thrive in STEM and in the professoriate. This presentation will provide my personal perspective on the following topics: What are the necessary conditions for motivating a young woman of color to pursue a career in mathematics? What are the ingredients of a new model of nurturance and growth? In particular, who are the people and partnerships needed to foster careers in these fields that are personally fulfilling and professionally significant?

Hands-on Workshop (extended session 1:15 – 4:30): 1-301

More Than Hair, Nails & Makeup: Understanding how user experience design addresses unconscious biases in technology among young women of color
Rakia Finley, Founder, COO
FIN. Digital | Surge Assembly
Marcus Finley, Founder, CEO
FIN. Digital
Donald Garner, Content Developer
FIN. Digital

How do young women of color see themselves in the products they are using in their everyday lives?” “What information should be included in technology tools that accurately reflect the cultural roots of girls of color?” “How can more young women of color interested in technology create a voice for the consumer?” These critical questions and several others will be addressed in this 90-minute workshop that invites students to identify how social justice principles plays a role in technology advancement. Specifically, this session will expose students to the role of unconscious bias and how certain beliefs and assumptions influence their relationship with technological products and experiences.

User experience is one approach to address issues of unconscious bias often found in technology. User experience, a field rooted in diverse social science fields such as sociology and psychology, assesses the interaction and perceptions that people have when using a product of service. In this session, students will be introduced and be able to engage in practical application of the following UX fundamentals: user research and user design. Participants will learn how to understand and incorporate the needs of groups with detailed research and design a process that allows users to interact with a technological product and experience from moment to moment.

Participants will be able to identify user experience (UX) design to overcome challenges in unconscious biases in technology both from an entrepreneurial and consumer perspective. Lessons learned, and long-term implications for this approach will also be addressed.

2:45 – 3:00 pm Break
3:00 – 4:30 pm Breakout Session III

Entrepreneurship Track: 1-241

Your Unique Value to Overcoming Your Own Gender Bias
Gabrielle Jordan
CEO of ExCEL Youth Mentoring Institute

One of the biggest challenges for entrepreneurs is knowing, confidently, what sets you apart from others. However, when what sets you apart from others
include gender, race, and even age, confidence in your brand is often diminished. While there are a few overt barriers for women wanting to enter the marketplace, there are also “covert” barriers to female success or entrepreneurial activity, and many of these barriers may originate in your head, according to the Global Entrepreneurship Monitor Women's Report.

The challenge becomes: how do you as a unique individual overcome your own bias. You provide something unique that only you can offer. Something that adds value to customers, different from others out there doing what you do. Find out how to make your unique value an asset in your brand, rather than a barrier.

Intrapreneurship Panel: 1-249

Maria Bailey-Benson, Residential Faculty
South Mountain Community College

Chanel Garner, Plant Engineering Manager
UPS Desert Mountain District

Chinonye Nnakwe, AAAS S&T Policy Fellow
National Science Foundation

Rhonda Peters James, Senior Program Manager
External Relations | Global Diversity & Inclusion
Intel Corporation

Moderator: Ellen Looyen
America's Leader in Personal Branding

Entrepreneurship Track: 1-241

Work, Family & Entrepreneurship
Amber Anderson, CEO | Kayson

Hands on steps to managing your personal and professional worlds. Our personal and professional lives are continually colliding which can make balancing the two difficult. Plus everyone's idea of “balance” is different. During this workshop, Amber will lead the group through a strategy session where each participant will identify, define and lay out a path to best manage THEIR personal and professional worlds.

Implicit Bias Panel: 1-201

Dr. Jamika Burge, Director of Assessment Technology Products & Research
Smarter Balanced at UCLA

Jaime Casap, Chief Education Evangelist
Google

Kerwin Brown, President and CEO
The Black Chamber of Arizona

Moderator: Dr. Patricia Arredondo, Visiting Professor
Counseling and Counseling Psychology
Arizona State University
President of Arredondo Advisory Group

10:15 – 10:30 am         Break

10:30 – 12:00 pm         Brunch and Keynote 3-135

Remarks by U.S. Representative Ruben Gallego, AZ-7

Congressman Ruben Gallego
United States House of Representatives
Arizona, District 7

Congressman Ruben Gallego is the son of Hispanic immigrants, a veteran, and a community leader. He was the first in his family to attend college, graduating from Harvard University with a degree in International Relations. He later joined the Marine Corps, serving in Iraq with the well-known combat unit Lima 3/25.

Congressman Gallego was elected to the Arizona House of Representatives in 2010, and served until 2014. He represented District 27, which covers much of Phoenix. He rose quickly in the state
legislature, serving as Assistant Minority Leader. Congressman Gallego became known for his tough stand against extreme legislation pushed by Republicans in the state legislature. He led the opposition to the discriminatory SB 1062, which Governor Jan Brewer ultimately vetoed. As a state legislator, Congressman Gallego also led the push for Medicaid expansion and to secure in-state tuition for veterans.

During his first term, Congressman Gallego has fought tirelessly on issues including education, job creation, access to higher education, veterans' issues, and immigration reform. Making Arizona a better place to live, work and raise a family is his top priority.

Congressman Gallego currently serves on the House Armed Services Committee and the Natural Resources Committee.

Congressman Gallego and his wife Kate live in South Mountain.

Keynote Speaker

Dr. Aprille Joy Ericsson, Aerospace Engineer, Instrument and Program Manager NASA Goddard Space Flight Center

Dr. Aprille Joy Ericsson is the former Deputy to the Chief Technologist for the Applied Engineering and Technology Directorate at the NASA Goddard Space Flight Center (GSFC). Her primary focus as a Technologist has been Advanced Manufacturing, Applied Nanotechnology, miniaturization of Technology for CubeSat and SmallSat space platforms. Currently, Dr. Ericsson serves as the NASA GSFC Program Manager for Small Business Innovative Research/Small Business Technology Transfer Research (SBIR/STTR). With over 30 years of engineering experience she research started with developing control methods for orbiting platforms and to managing unique instruments for Spaceflight missions. During her 25+ year tenure with NASA, she has held numerous positions such: Attitude Control Systems analyst; Program and Business Executive for Science; Project Manager and Systems Engineer for Instruments; Technologist and Program Manager for Innovative Technology Development. Dr. Ericsson has also served as an Adjunct Faculty member at several Washington DC Area Universities. She sits on several Technical Academic boards at National Academies, MIT and previously Howard University. She has won numerous awards and recognitions over the years. The most prestigious was The 2016 Washington Award from the Western Society of Engineers. Dr. Ericsson is the first female (and the first African-American female) to receive a Ph.D. in Mechanical Engineering from Howard University, and the first African-American female to receive a Ph.D. in Engineering at NASA GSFC. She received her B.S. in Aeronautical/Astronautical Engineering from MIT.

12:00 pm Adjourn
Maps of ASU SkySong

Building 1:

Building 3:

Notes