

## CECP Accelerate Community: *Systemic Investments in Equity, Talent, and Tech*

### What is the Accelerate Community?

In response to company interest, CECP is launching an Accelerate Community: *Systemic Investments in Equity, Talent, and Tech*, to provide the opportunity for a deeper understanding of the landscape, models, research, and drivers of progress.



Join CECP leadership, and workforce, STEM, and policy analysis expert **Dr. Kamau Bobb** for an intensive and collaborative look at how companies can more effectively drive excellence, equity, and long-term systemic improvements in workforce development and STEM education. The group will focus on how we, as corporate leaders, can learn from work in related fields to create steps, paths, and opportunity models for ensuring educational equity -- and focus on creating long-term value for individuals, communities, and systems.

### What is the focus?

Many CECP companies are addressing equity, talent, and tech through both their workforce recruitment and retention strategies, and through external philanthropic investments. The good intentions of our collective efforts in this space are often undone, as one of our colleagues put it, “by random acts of STEM”. The focus of this Community is to closely examine the STEM ecosystem in which corporate efforts are taking place and develop a strategy for greater collective and individual impact. Building on answers to the following baseline questions, members of the Accelerate Community will work together to tackle the difficult and unspoken questions that impede our collective progress:

- What is the focus of your engagement in this area?
  - Community engagement as an element of good corporate citizenship?
  - Formal talent acquisition?
- Is your focus K-12 or post-secondary education?
- What considerations do you give to formal versus informal educational investments?
- Do your external efforts in equity translate to an internal focus on retention and advancement?
- How do you operationalize equity?
- What metrics do you use to determine return on investment in this area?

The objective of the Accelerate Community for participants is to identify clear paths to increase the impact of our collective and individual engagement to advance *systemic* equity – which requires both exposure, as well as inclusive infrastructure – for more robust tech and talent pathways for the coming generation.

### What is the commitment and timeline?

This community will meet quarterly, with scheduled “office hours” available through May 2018. The meetings will advance in specificity as they go on, beginning with a deeper dive of landscape of the STEM ecosystem in which corporate efforts are taking place; followed by an investigation of the categories of activity and philosophy for involvement, laying out the steps, mechanisms and metrics to determine impacts and metrics of success; and leading to a collaborative phase of implementation practice, building a spectrum for collective impact. We encourage the leaders in CSR and Citizenship to partner with your colleagues within your company who are either in Human Resources or focused on implementation and involve them in the work of this Community. The requested investment by each participating company for this curated expertise and focused community is \$5,000.

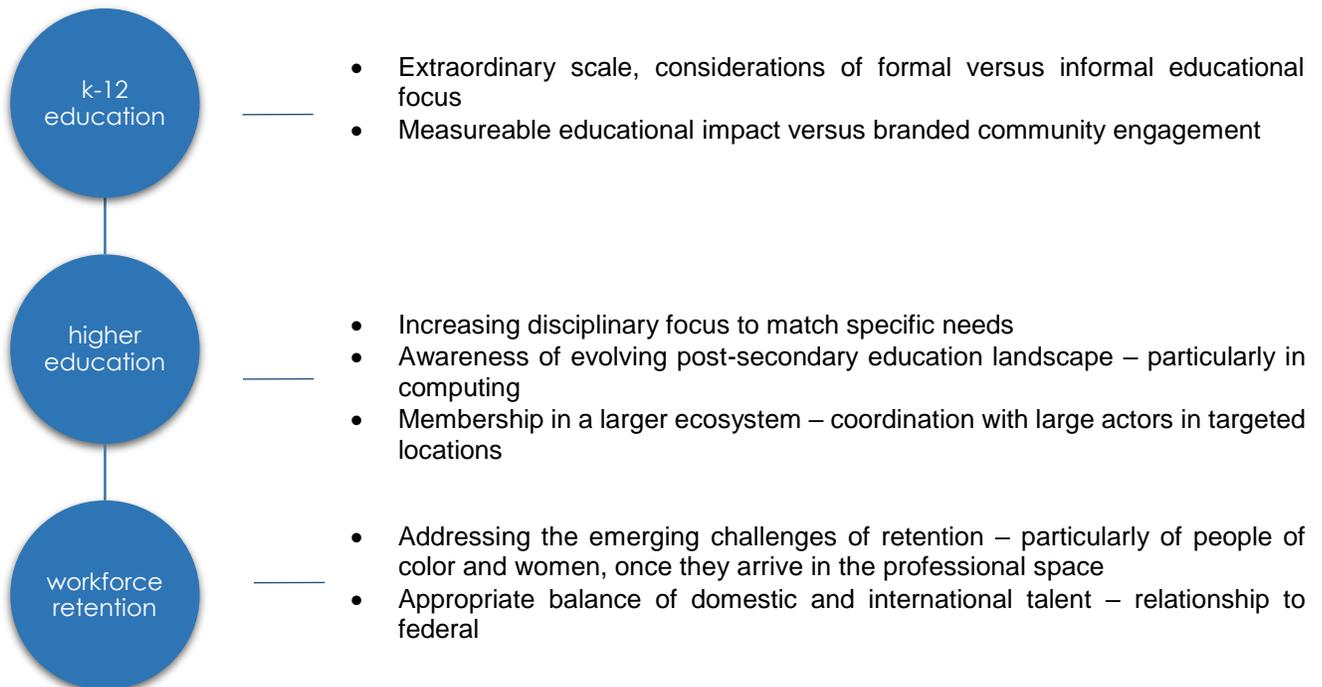
Contact Courtney Murphy, Director, Strategic Partnerships, with questions or to join this group: [cmurphy@cecp.co](mailto:cmurphy@cecp.co)

Dear colleague,

The landscape for STEM education and the workforce in the United States has reached a critical inflection point. Never has the need for a workforce that is technically sound been ubiquitous across all industrial sectors. It has risen to the level of national security and industrial solvency. The national conversation about the importance of STEM education and the workforce is reflected from the highest levels of federal policy, to neighborhood entreaties on the importance of STEM-based experiences for elementary school children. The urgency is reflective of the global shift to a knowledge-based economy and the requirement of technical capacity for all industrial products and transactions. The national charge is for all sectors to be engaged in the solution – education, philanthropy, public and private sectors and individual citizens.

The private sector is uniquely positioned in this effort. It is directly dependent on the development of a skilled technical workforce and is especially able to catalyze and complement systemic change. In the United States, the focus on STEM education and workforce development and retention is coincident with a seismic shift in the economic and demographic make-up of the country. Those shifts portend significant challenges to equity. The national effort to reform education, K-20, is indicative of the fact that the nation needs a better infrastructure to realize the potential of all its citizenry. The voice of the private sector in this effort is disproportionately loud because its survival is at stake. The private sector also represents one of the most direct connection points between a person’s skills, their work, their sense of value and their contribution to the well-being of the country.

In that context, private sector philanthropy and targeted efforts to improve STEM education and the workforce need an intentional strategy within the larger eco-system. The purpose of the Accelerate Community is to curate that strategy for individual participants and identify the specific elements of the national landscape that will determine outcomes, impacts and sustainability. At a minimum, there are some things to consider as we embark on this effort:



Looking forward,



Kamau Bobb, Ph.D.  
Senior Director of the Constellations Center for Equity in Computing, Georgia Tech

Kamau Bobb is an authority in the national effort to achieve equity in the STEM education landscape. Dr. Bobb is Senior Director of the Constellations Center for Equity in Computing, Georgia Tech. Previously, he was a Program Officer at the National Science Foundation (NSF) in the Directorate for Computer & Information Science & Engineering, helping to shape the national research agenda for effective means of delivering quality computational education to all students. At NSF he was responsible for \$30 million annually of



investments targeted at improving computing and STEM education. In that capacity he served on President Obama's *My Brother's Keeper* STEM + Entrepreneurship Taskforce. Previously, Dr. Bobb was the director of the STEM Initiative for the University System of Georgia, a collaborative effort with the governor's office to improve STEM education across the 30 public institutions serving approximately 325,000 students in the state. His national and state leadership have contributed to a STEM education agenda that is more reflective of social and cultural realities. Prior to his work in Georgia, Dr. Bobb was a technology policy analyst at SRI International where he conducted research on university strategic planning and STEM workforce analysis for clients in the United States and the Middle East.

Dr. Bobb brings to his work a passion to ensure that all students, particularly students of color, have access to seats of power in the technology sector that is shaping contemporary American life. His writing on STEM education and culture has been featured in *The Atlantic*, *Black Enterprise*, *The Root*, *Edutopia* and on the Obama White House Blog. Dr. Bobb holds a Ph.D. in Science and Technology Policy from Georgia Tech and M.S. and B.S. degrees in Mechanical Engineering from the University of California, Berkeley. Kamau is married to Lisa Bobb, and together, they are raising their daughter, Sadira.