

Welcome!

Here's a message from our director.

Hi, I'm [David Lee](#), the faculty founder of the [Tech4Good Lab](#) at UCSC. Towards the end of my PhD in Stanford's [Society and Algorithms Lab](#), I had the opportunity to grow as an innovator in the [Brown Institute for Media Innovation](#) and as an [Accel Fellow](#). But I found myself wondering how innovation could better address society's needs. It all clicked in a conversation with Jeff Raikes, ex-CEO of the Gates Foundation. He said, *"The private sector is great at providing services when monetizable. Government is great when you don't need innovation. But there's a gap when you need innovation but can't monetize short-term."* He was describing his approach to philanthropy, but I remember thinking, *"Academia could play that role too!"* That started me on a journey to bridge social computing research in HCI, AI, & EconCS with an entrepreneurial mindset for social innovation.

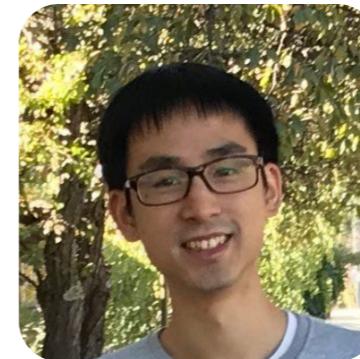
I started seeing that transforming education is a key piece to the puzzle. And so, in the last years, I've been slowly building programs to scale real-world experiential learning. Our students range from freshmen to seniors, from engineers to social scientists, and across diverse gender, ethnic, and socioeconomic backgrounds. For most of them, our lab is their first project experience. But they jump right into interviewing, designing, coding, and more, all in projects to advance a flourishing future of education, work, and community engagement. As described in our **TEDx** talk on ["Redesigning Our Economy to Maximize People's Fullest Contribution"](#), our vision is a society centered on growing people to their full contribution, where real-world learning is accessible to all and contributing to community needs. We hope that you can glimpse it in our [student stories](#).

We also hope that you will find yourself resonating with this vision, and that you will want to recruit and invest in our diverse and talented pool of students. Our work is only possible with the support of people like you. Join us in bringing this vision to life!

Blessings,



David T. Lee
Assistant Professor, Computational Media
Faculty Director, Tech4Good Lab
UC Santa Cruz, Baskin School of Engineering



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Mission and Vision

Our mission is to support flourishing in the future of education, work, community engagement, & governance.

We see an educational system where learning is situated in real-world work, contributing to community needs, and motivated by curiosity and passion. We seek economic structures that support individuals in reaching their full calling and contribution, and where mercy and justice are baked into the core. We dream of communities built on interdependent collaboration, authentic relationships, and a shared mission to foster flourishing. See our [TEDx](#) talk on [‘Redesigning Our Economy to Maximize People’s Fullest Contribution’](#).



Approach and Values

Conduct research across disciplines to align research with community-engaged social innovation & experiential learning.

Jeff Raikes, ex-CEO Gates Foundation, said: *“The private sector is great at providing services when monetizable. The government is great when you don’t need innovation. But there’s a gap when you need innovation but can’t monetize short-term.”* This is why we believe that academia is uniquely positioned to innovate for the public interest. We also believe that the process of tackling needs in society through an entrepreneurial lens *does* generate publishable knowledge (the main requirement in academia) *if* you understand the disciplines that value that knowledge. Tech4Good focuses on social computing research, but publishes across HCI, AI, EconCS, and the social sciences. Our first focus is on aligning experiential learning with real-world product innovation & research. We also strongly value building people up now. Nothing long-term matters if we aren’t creating a community that exemplifies our belief that every person plays an important role.

Student Programs

Our first major focus area is to redesign education to cultivate each person’s full contribution to society.

We run these all on top of the typical faculty teaching load & without extra staff support. Paid student fellows are critical to making this possible.

Exploratory (200+ students/yr). Low barrier exposure to expand curiosity & develop passion.

Consultancy (200+ students/yr). Connecting courses w/ community projects.

Collaboratory (200+ students/yr). Learn user research, design & dev in real-world projects.

Fellows (~6 students/yr). Play leadership roles in research & programs to make it all possible.

We have also run pilots for career mentorship & will restart that when we have more capacity.

Compass (50+ in F21 pilot). Career mentorship from tech professionals in large group cohorts.

Research Focus Areas

Apprenticeship Learning at Scale

Crowdsourcing & Learning in Groups

Career Journeys & Mentorship

Community & Societal Collaboration

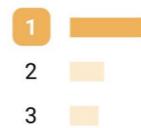
Humane Futures of Crowd Work

Human-AI Collaboration

Developing Platforms



Causeway. Learning web dev while supporting community causes.



Annota. AI-enhanced platform for peer learning of qualitative analysis.



Collectively. Find others to learn together with or pursue similar goals.



Compass. Chat for industry professionals to mentor large groups of students.



Gratitude. Browse, send, and receive collective expressions of gratitude.



Dynamic Surveys. Blend qual/quant data when learning from communities.



Relate. Team building activities that contribute to community discussions.



ExploreCareers. Support career journeys using short-form social media videos.



Timely. Scheduling app that helps you reach consensus on a time.

Join our annual luncheon

Learn how students are using technology to support a more flourishing future of education, work and community engagement. Hear from student leaders and network with alumni and local orgs!

1st Annual Tech4Good Community Luncheon

April 29th, 2023, 11:30-1pm

RSVP at: bit.ly/tech4good-luncheon

Consider sponsoring

The event is **FREE** (space permitting), but we are **hoping for some generous sponsors**. All donations go towards paying undergraduate Fellows who take on critical leadership roles.

\$100 - sponsor your own seat and a seat for a student

\$500 - sponsor a table (half for you, half for students)
resume book, share recruitment flyer

We're also happy to define higher levels of sponsorship and benefits based on your needs and goals. Just let us know!

Recruit our talented students

Invest in and recruit from our pool of 200+ diverse, talented, hard-working students or the 20+ student leaders who learn to set goals, delegate work, hold 1-on-1s, and build culture and process.

Our students are diverse:

52% female **45%** first-gen/EOP/Pell-qualifying

They are leaders across campus:

Academic: SASE, CruzHacks, Creative Tech Design, CruzHacks, SCAI, GraceHacks, IEEE, ACM, Everett, Slug Gaming, CSE 115A, Baskin Eng Assoc. **Political & Advocacy:** Practical Activism Conference. **Performing & Visual Arts:** Mariachi Eterno de UCSC. **Athletics:** Intramural Basketball

They intern/work at companies like yours:

Engineering: Apple, Western Digital, Microsoft, Lifeblue, Fanatics, Credera, Camio, Lockheed Martin, DoD, Roche, Nvidia, DocuSign. **UX Design/Research:** Playground Global, Adobe, Relativity, Brilliant Smart, **Business Development:** Particle 6 Productions, **Consulting:** Deloitte, **Project Manager:** The Hackett Group

They go on to graduate studies at places like:

Harvard, MIT, Columbia, University of Washington, UC San Diego, University of College Londson, Yale, University of Illinois Urbana-Champaign, Northeastern, Cornell, USC, Freie Universitat Berlin,

An invitation to dream with us

Your investment will transform hundreds of lives through student programs, advance innovative research in technology for the public interest, and help us develop a transformative new model of education aligned to real-world work, supporting community needs, & centered on cultivating people’s full potential.

Immediate Impact

Cultivate student potential of hundreds. Fellows make the Collaboratory possible (~200), run the Exploratory (~200) & Compass (~100), and build tools to scale experiential courses David teaches (~200).

Increase diversity in tech careers. The Collaboratory has **52%** female, **45%** first gen/EOP/Pell-qualifying. Impact oriented projects have been shown to increase STEM retention for underrepresented students.

Community support. Students are working on connecting learning to community needs. They support non-profits like the Santa Cruz Mountains Art Center (SCMAC) & Your Future if Our Business (YFIQB).

Note: faculty are paid 9 months & write grants for summer salary. I will **never** use donations to pay myself, all donations go to students. UC faculty are public employees, so you can view our salary [here](#).

Transformative New Models

Future of Edu, Work, Communities. We are in a whitewater world of continuous change. A rapidly shifting job market is creating unprecedented inequality and a need for upskilling & reskilling and for a deep integration of learning & work. Communities are also facing economic, natural and political changes requiring new ways to collaborate & new approaches to address challenges. Your donation will help Tech4Good continue to pioneer a radically new & transformative model for aligning learning with work, for supporting communities, and for redesigning our economy to maximize people’s fullest contribution.

Tech4Good funding goals

- 1 Fund 6-10 Fellows as student leaders.**
Donations are critical for Tech4Good Fellows. Fellows mentor students, dig deep into research, & help run programs. A donation of *~\$8000* supports 1 Fellow* for a one-year period of time including a full-time paid internship.
- 2 Advance diversity in the Fellows team.**
To increase diversity, our next goal is to support first-gen, low-income, or underrepresented Fellows during the unpaid academic quarters to alleviate their need to get a part-time job. This costs an extra *~\$4000* per Fellow*.
- 3 Provide ability for multi-year planning.**
If we could obtain support over multiple years in advance, that would help us to better plan and recruit fellows. A 3-year commitment would be particularly helpful.

* UCSC charges a 6% gift fee for administrative purposes.

Towards a sustainable model

Our goal is to eventually move towards a co-funded fellowship model where employers looking to recruit fellows and community agencies benefitting from the fellow’s work split the cost.



Taylor McPherson

Computer Science '20

Frontend dev & user advocate
@ LifeBlue, a digital agency &
B-Corp that believes business
should be a force for good.

What does being part of the Tech4Good family mean to you?

(Condensed excerpt from 2020 Lab Reflections, read more at bit.ly/t4g-reflections-2020)

“Being in the Tech4Good family to me means that I always have a space I can go where I am challenged to learn and create and be completely supported throughout the process. I get cheesy when I start to think about what the Lab means to me because it has without a doubt been the most fulfilling aspect of my college experience.

I joined as a fresh transfer student looking for some meaning and community. I found that and so much more. As a CS major with a background in gender studies, I knew my big-picture goal was to get in tech for social good, but I wasn't sure how to approach it. When I joined, I was quickly stretched to apply my background in social science to user testing and interviews, and even became involved in writing a research paper. This summer I worked in the Lab as a fellow. I not only continued in my UX Research team, but also joined a design team for the first time, which has been beyond rewarding.

Sometimes it feels like I have learned more in the last 8 months I've been involved in the lab than the entire 4 years I've spent in undergrad combined. Everyday here brings new things to learn and problems to solve. I'm a newcomer to most of what I get involved in, and yet I always feel supported and capable of doing the work, which is so rare. I cannot thank the Tech4Good family enough for letting me be a part of it.”

Your donation creates stories and experiences like Taylor's.



Eliza Gonzales EOP Student | Cognitive Science '22 | Fellow

Your donation will help Eliza realize her dream of bringing her diverse background and empathy & passion for challenges in society to designing technology that emphasizes equity, accessibility and inclusion (and will support others like her too).

September 2019

First in family to attend college

When I learned about UX, I was the **primary care for my siblings** and had an untraditional and slow start.

June 2021

Getting started with Tech4Good

I eventually made the time to learn more about UX, **put myself through extensive self-education, and became involved in tech clubs and Tech4Good!**

Summer 2022

Become a t4g Fellow

As a Fellow, I hope to publish research on the barriers to connecting student learning with community projects, and **lead a UX Design team on platforms to address this.**

September 2023

Attend grad school in HCI

My dream would be to attend Stanford's Design Impact Masters program.

Own a design consulting company that emphasizes equity, accessibility, and inclusion!

Design can be used for the greater good if we make that the standard, and my plan is to do just that.

My Story

My Dream



Thank You!

Read more student stories at bit.ly/t4g-reflections-2020 and bit.ly/t4g-reflections-2021.

If you want to sponsor or have any questions, please email David at **dlee105@ucsc.edu**.

You can also donate directly at the link: [Donate to the Tech4Good Lab & Collaboratory](#).
Please let us know if you do donate so that we can express our appreciation. It typically takes several months for us to find out from campus.