

66

Never doubt that a small group of thoughtful, committed [people] can change the world. Indeed, it's the only thing that ever has.

- Margaret Mead

Table of Contents

- 4 Our History Timeline of the last 20 years
- 5 The Everett Tree Governance structure
- 6 Meet the Fellows
- 8 Staff and Advisory Boards
- 9 Letter from the Director
- 10 Q & A with Chris Benner
- **11 Minds on Justice. Hearts on Change** Class series Leadership
- **12 Hands on Tech** Universe of Tech
- **13** Impactathons Airwars Homeless Service Center
- **14 Student Projects** International and local student projects
- **19** Research Highlight Inclusive economies
- **20 Financials** *Fiscal year Budgets*
- 21 Thank you Donors and all supporters of Everett









OUR HISTORY

GIIP is a two hour class and lab run and primarily taught by student leaders called "Fellows." GIIP becomes a series of 3-unit classes.

2000



Dr.Paul Lubeck and UCSC alumni Mark Headley create Dorothy E. Everett Endowed Chair, and GIIP is renamed as the Everett Program. Dr. Paul Lubeck retires and Chris Benner is hired as the first Chair of The Everett Program.



In the next 20 years, we hope to increase student enrollment, fund more projects, and continue supporting a generation of change makers.



Discontented with issues brought up in Sociology 15: World Society, students created the Global Information Internship Program (GIIP), allowing students to explore "tools" for supporting those most marginalized by globalization.



Students run a successful campaign to collect referendum fees from entire student body, which has continued to support student projects for the past decade.

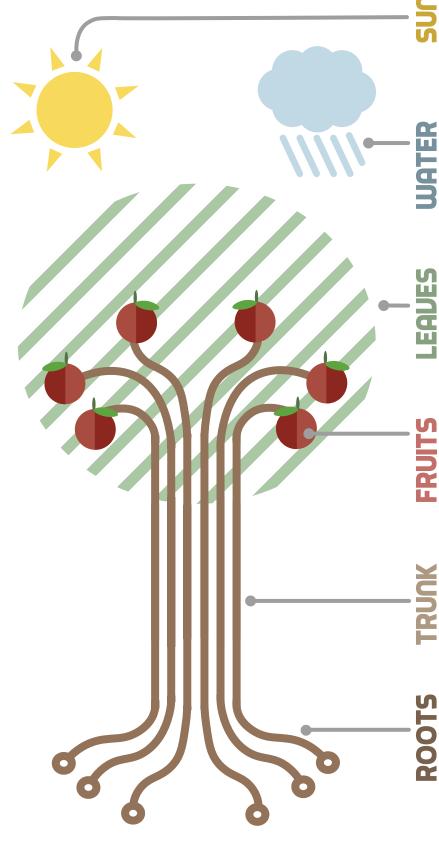


Sociology 30A becomes the biggest class in Fall yet – 100 students.

FOLLOW US @EVERETTPROGRAM GOODO

The Everett Tree

What is the governance structure of the Everett Program?



Faculty Advisory Board Assistance

UCSC faculty members from multiple departments serve to strengthen the Everett programs network and impact across campus.

Global Advisory Board Nourishment

Comprising thought leaders, social entrepreneurs, and diverse change-makers, the GAB consults on high level strategy, guidance, and fundraising.

Alumni Network

Fellow alumni of the Everett Program have gone onto diverse fields of work, providing an expansive network to support the paths of the current fellows.

Fellows / Executive Fellows Growth

The Fellows are the beating heart of the organization. They are the owners, operators, and key stakeholders.

Staff Support

Staff are full-time, paid individuals whose main goal is to support our students, Fellows, and the development of the program.

Students Foundation

Every year, new students bring in curiosity for tech, passion for social justice, and their own perspectives to expand the breadth and reach of the program.

MEET THE FELLOWS

Fellows provide overall leadership for the program, teach all of our technology labs, develop advanced projects with community partners, and support younger students.



Monica Gutierrez-Lopez Executive Fellow, Impactathon Coordinator



Yesenia Torres Executive Fellow, Lead Technologist



Aria Critchfield Tech Lab Leader Member of Annual Report Committee Sociology Major



Kimberly Balmorez Post-Impactathon Fellow Sociology Major Education Minor



Amber Holguin Tech Lab Leader Sociology Major GISES/LALS Minor



Sierra Topp Impactathon Fellow Member of Annual Report Committee Sociology Major



Ines Galmiche Class Fellow Intensive Sociology Major



Jordan Tick Videography Fellow Sociology Major

MEET THE FELLOWS



Sheila Riley Tech Lab Leader Intensive Sociology Major



Dominick Morales Tech Lab Leader Intensive Sociology Major



Emi Aliyeva Tech Lab Leader Double Major in Sociology and Psychology



Dominique Mayden Class Fellow Idea Hub Coordinator Double major in Sociology and Psychology GISES Minor



Alexis Tirado Social Chair Member of Annual Report Committee Psychology Major



Anna Vandergriff Tech Lab Leader Double Major in Sociology and GISES



Anika Lehr Tech Lab Leader Double Major in Sociology and GISES



Noa Mills Everett Fellow Computer Science Major

Staff

Chris Benner Executive Director Katie Roper Managing Director Gabriela Giusta Research Specialist Monica Gutierrez-Lopez Impactathon Coordinator Yesenia Torres Lead Technologist

Global Advisory Board

Mark Headley, Co-Chair Chairman of the Board of Directors, Matthews Asia

Paul M. Lubeck, Co-Founder of the Everett Program and Senior Research Professor, Johns Hopkins University

Michael J. Watts, Class of 1963 Chair in Undergraduate Studies and Chancellors' Professor, UC Berkeley

MaryJane Skjellerup, Strategy Director, Go Public Schools Fresno

Alicia Dwyer, Documentary Filmmaker, Veracity Productions

Elijah Sparrow, Founding Programmer, Riseup.net

Rehan Iftikhar, Senior Product Manager, Oracle

Jacob Martinez, Founder and Executive Director, Digital NEST

Allen Gunn, Executive Director, Aspiration

Rebecca Wage, Digital Government Advisor, Socrata

Carmen Rojas, CEO, The Workers Lab

Luther Jackson, Program Manager, NOVA Workforce Board

Kyle Eischen, Assistant Dean for Programs and Planning, Division of Social Sciences

Joop Rubens, Development Officer, Social Sciences Development

Maira Sutton, CEO of the Everett Alumni Foundation

Faculty Advisory Board

Sue Carter, PBSci-Physics

Steve McKay, Sociology

Lise Getoor, Computer Science

Flora Lu, Environmental Studies

Ronnie Lipschutz, Politics

Rob Fairlie, Economics

Healther Bullock, Psychology

Stacy Philpott, Environmental Studies

Sylvanna Falcon, Latin American & Latino Studies

David Lee, Technology and Information Management

Rhys Thom, Senior Design Lead, IDEO

LETTER FROM THE EXECUTIVE DIRECTOR

...they sought to create a program that would connect students in practical ways to the global movement of change-makers and problem-solvers."

Charles Dickens' famous opening sentence to *A Tale of Two Cities*—with its contrasting images of the best of times, the worst of times, the age of wisdom, the age of foolishness, the spring of hope, the winter of despair—seems like it could have been written today. Following the national and global news, it seems like the 'worst of times' is upon us: the blistering pace of technological change intersecting with shifting demographics and cultural norms has created a complex environment of rising inequality, social angst, political polarization, environmental uncertainty and geopolitical instability. Information moves quicker than ever, fueling outrage and protest, but all too rarely thoughtful action or informed, collaborative problem solving.

Yet behind the headlines, often in slow, incremental ways, remarkable progress is being made. In roughly the past 20 years, the share of the global population living in extreme poverty has dropped from 30% to less than 10%, the share unable to read and write has dropped from nearly 20% to less than 14%, child mortality has dropped in half, and, due in large part to improved health care and economic opportunities for women, fertility rates are declining across the globe easing the social and environmental pressures of rapid population growth. At home, California is leading the way in addressing climate change, low-wage work, immigrant integration, over-incarceration and more.

Two decades ago, the students who started the Everett Program saw this reality as well. Tired of the seemingly hopeless picture of the problems of globalization and rapid technological change, they sought to create a program that would connect students in practical ways to the global movement of change-makers and problem-solvers. The program has grown from a small working group of students within the sociology department exploring tools for supporting those most marginalized by globalization to now a thriving program drawing students across all five divisions of the University, with a campus-wide minor, sustainable core funding for student projects, a growing Impactathon program, and an exciting *Universe of Technology* initiative designed to provide in-depth capacity building and training in technology tools for social change for students and non-profit staff alike.

Since 2018 marks our 20th Anniversary, we're particularly focused this coming year on strengthening ties to the hundreds of alumni who have been part of the Everett Program/GIIP since its founding. Elected officials, public interest lawyers, teachers, project managers, executives, non-profit leaders—the range of careers our alumni have pursued is varied. But they all share a commitment to social justice and environmental sustainability, and a technological savvy forged initially in their learning and teaching at UCSC.

While we have some core funding to support student projects, everything else—impactathons, our training institutes, our 'Universe of Technology' capacity building, and curriculum development for our technology labs, as well as funding for advanced student projects with community partners—depends on grants and the support of people like you. Your funding and participation is essential for our work to continue, and we hope that you'll continue to support our efforts in the coming year. Thank you for all you do.

Warm Regards,

This Bear

Chris Benner Executive Director, Everett Program Dorothy E. Everett Chair in Global Information and Social Entrepreneurship Professor, Environmental Studies and Sociology



Q & A WITH CHRIS BENNER

Q1:

Q3:

What are the key concepts taught in all three courses?

The courses are about connecting head, hand and heart in the pursuit of social change. Students learn hands-on technology skills that enable them to harness tools of the information revolution to support organizations working for social justice and environmental sustainability. The course also focuses on building internal strength and external leadership skills—what we call hearts-on change—that helps students find their passion, build resilience for a life-time of social change work, and develop their communication skills for collaborative leadership. We focus on critical social science analysis—minds-on justice—to help students evaluate effective social change strategies and understand the impacts of their own contributions in a process of continual improvement.

When thinking about creating effective change makers, what principles guide your lectures? What is the path you envision for students?

In today's world, leaders need to be effective problem solvers in technology rich, globallylinked environments. This requires a range of novel skills, including new media literacy, cross-culture competency, social intelligence, novel and adaptive thinking, and above all the ability to discriminate and filter information for importance and understand how to use a variety of information tools and techniques to maximum effective thinking and engagement. Our students become team leaders, project managers, and bridge-builders – in private, public and non-profit sectors alike – devoted to social justice and environmental sustainability.

What makes Everett courses different from others?

In our course, students learn about technology and social change through hands-on activities addressing real-world problems. Through impactathons, students work in teams to support a particular priority organizational development need of our community partners. In our fellows-taught labs, students learn a range of information and technology skills from fellow students. Students develop their own projects—with detailed funding proposals and business plans—in collaboration with select community partners. All of these peer-to-peer and near-to-peer learning structures help break-down barriers to technology access for under-represented students and communities.

:W2



MINDS ON JUSTICE

The Everett Program begins in the SOCY 30 Series, a year-long series of classes designed to guide students to a new understanding of social problems as solvable, workable issues rather than gloomy theoretical certitudes. The class environment is highly collaborative, with lots of facilitated group discussion and leadership activities.

SOC 30 A

Theoretical Focus

- 1) Network Society
- 2) Social Entrepreneurship
- 3) Space of Solutions

Tech Focus

- 1) Self Contained tech workshops
- 2) Participation in workshops
- 3) Exploration of the Universe of Tech

SOC 30 B

Theoretical Focus

- 1) Project Design
- 2) Partner Assessment
- 3) True Teamwork

Tech Focus

1) Weekly Tech Labs

- 2) Weekly Project Labs
- 3) Exploration of tech tools

SOC 30 C

Theoretical Focus

1) Field Methods

- 2) Project Evaluation
- 3) Fundraising

Tech Focus

- 1) Partner Organization Meetings
- 2) Interaction with Fellows for support
- 3) Preparation for project implementation

) HEARTS ON CHANGE

Leadership

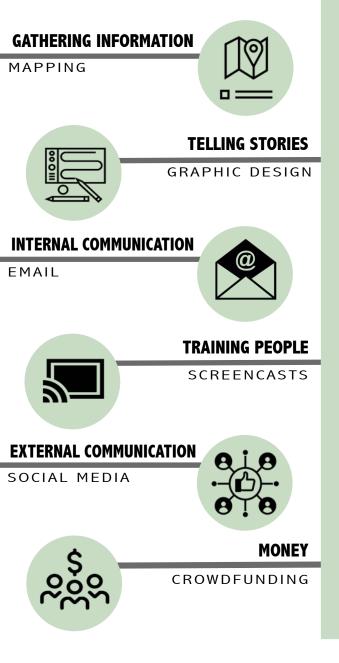
The Everett Program's transformational leadership approach is based on the assumption that how we show up to our Everett project and other challenges, matter as much as our other tech and strategic abilities in creating a successful project and creating a just and sustainable world. In the Thursday "Hearts on Change" portion of the Everett Program, students explore how to create spaces that are collaborative and "leaderful" for themselves and others: how to identify and communicate values that transcend politics and division; how to engage in difficult conversations around power, privilege, race and gender; how to make doable agreements; how to be present with people as they manage increasing numbers of goals and tasks; and lastly how to have vision and integrity as they move about an increasingly challenging world.

We also build a culture of support for learning and growing as change agents!





HANDS ON TECH



UNIVERSE OF TECH



This year the SOCY 30 series labs are exploring multiple technologies based around specific organizational needs. We're calling this the "Universe of Tech" because of the seemingly infinite amount of digital tools that could be used to solve each organizational need.

In the Fall quarter, students discuss a new organizational need each week and participate in assignments that require them to think critically about which digital tool best solves that need. In the Winter, students will choose a lab that focuses on one of these organizational needs. Once Spring rolls around, students will get started on implementing the technical component of their project and have the support of their peers and Fellow lab leader.

This model will give students a greater chance to explore what tools are out there and help them make better informed decisions when choosing which technologies to use in their projects.

IDEA HUB 🖉

Another exciting change this year is that we will be opening our office doors to students outside the Everett Program by hosting a Community Media and Mapping Laboratory for those involved in the campus-wide Idea Hub initiative. The key focus of this initiative is to create a network of entrepreneurial incubation facilities at UCSC and is led by our partners at the Center for Innovation and Entrepreneurial Development (CIED).

The goal of this lab is to provide training and mentoring for student entrepreneurs who are incorporating community-related media and mapping initiatives into their social enterprises. We are excited to be fostering student led entrepreneurship on a wider scale and supporting the collaboration between Everett and Idea Hub students

I M P A C T A T H O N S

Impactathons are a creative problem solving space where students come to learn and practice technological skills by collaborating with their peers and Everett Fellows to develop a technological product or conduct a training that meet the needs of a partner organization. Students have the opportunity to connect with their Everett staff, fellows, peers, and local and international partners to use technology for social good.

Airwars-



Crowdfund videos for Airwars

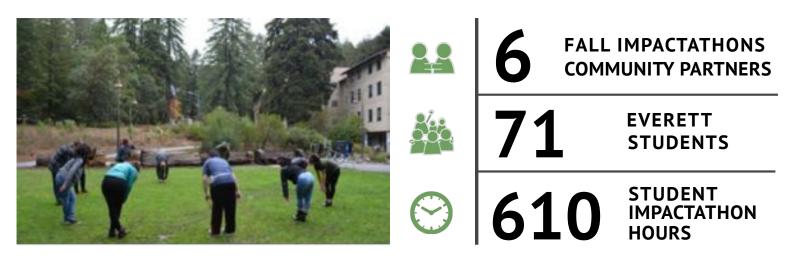
Airwars is an international organization led by journalists who collect data and information about airstrikes in the Middle East that take lives of civilian casualties. Students learned video editing and developed 4 crowd fund videos to help Airwars bring in donations to improve their work documenting civilian casualties.

Graphics for Smart Path Assessment to help people experiencing homelessness find resources

Everett students collaborated with the Homeless Service Center in Santa Cruz, Ca to create graphics for Smart Path, a new initiate to help people experiencing homeless gain quicker access to resources and a path to permanent housing. Students created bilingual flyers, business cards, quarterly flyers, and social media graphics to ensure that individuals experiencing homelessness know about Smart Path.

Homeless Service Center







STUDENT PROJECTS

The Everett Program rejects the traditional model of striking out on your own to "make a difference" and "fix" the problems in the world. We learned that change in the world must begin by consulting the true stakeholders and working in earnest solidarity with communities. No one understands a problem as well as the community that experiences it. Our entire model is based on community-based project design, working in partnership, and never going where we're not wanted.

The following pages feature 4 student projects from Summer 2017.

FELLOW EXPERIENCES

The Everett Program has challenged me to expand my worldview and tech skills – all while being part of an inspiring community of passionate change-makers.

- Aria Critchfield

•• Three years in the Everett Program makes me feel more prepared to tackle world issues that I care about

99

- Yesenia Torres



THE ISSUE

The mass incarceration of African-American males is one of the most problematic manifestations of racial inequality in this country. 1 in 4 African-American males can be expected to be incarcerated in their lifetime. Reforming incarceration policies to bring justice to our communities should be a focal point of social and political movements.

PARTNER ORGANIZATION

Initiate Justice works to mobilize and support communities affected by mass incarceration, by promoting, creating, and passing ballot initiatives to reform the criminal justice system. The initiative is run by the loved ones of incarcerated people, as well as currently and formerly incarcerated citizens of California.



ABOUT THE PROJECT

The project I carried out this summer involved creating the organization a website from scratchwho previously used Facebook as their main platform for communication and engagement. I learned web design, initiated and facilitated meetings with the organization, gathered pictures and content, and put together a website using Wordpress.

PERSONAL TAKEAWAY

The most gratifying experience during my summer with Initiate Justice was attending a public hearing for Proposition 57 on 9/1/2017. I was moved by the resilience of the communities persistently fighting against an unjust system – their resilience motivated me to work through the various frustrations of web design.



Nigeria Digital Institute

Teaching Entrepreneurship + Tech



LOCATION Abuja and Kano, Nigeria

PARTNER ORG Center for Information Technology and Development



DURATION
March - August 2017

TARGET POPULATION Marginalized women from Northern Nigeria



PROJECT LEADERS Christine Ongjoco Alexis Tirado | Monica Gutierrez

THE ISSUE

In Nigeria, cultural norms create gender disparities in social and economic institutions which hinder women from educational and entrepreneurship opportunities. The lack of these resources affects their employability and their socio-economic stability. With a global economy centered around technology, the scarcity of mobile device training in Nigeria does not address the full potential of those devices as a tool for micro-enterprises to lift them out of poverty.

ABOUT THE INSTITUTE

We held 2 Digital Summer Institutes, week-long trainings for 45 young women in Abuja and Kano to advance their tech literacy. DSI taught photography/ video production, graphic design, wordpress, animation, and social media practices through the use of tablet app-based tools. The women that attended the institutes were trained in tech tools that will help them prosper in their entrepreneurial endeavours and participate in a male dominated economy. Another key result is that women are able to pass down all the technocial knowledge they learned to their daugthers, organizations, and communities.

Empowering Female Entrepreneurs

Words from Partner Org:

I have never seen the level of enthusiasm for learning tech skills by young girls. The trainers were dedicated and adapted quickly to the Nigerian environment. Dr. Aminu Aliyu, Program Director





Youth Empowerment Institute

Coding Mobile Apps



ABOUT THE INSTITUTE

The Youth Empowerment Institute is a free weeklong summer camp for high school girls in under-resourced communities. They learn about college access and mobile coding using html and jQuery mobile. Due to the gender gap in STEM fields, the main goal of YEI is to inspire these underrepresented women to pursue higher education, introduce STEM fields, as well as create a cohort of leaders who will change the way they see their future.

PROJECT IMPLEMENTATION

Our process included familiarizing ourselves with mobile coding through tech labs taught by Everett Fellows. To start the outreach process for the camp, we called counselors and other supporting staff of Watsonville and Pajaro Valley High Schools, as well as contacted local youth organizations. We had to organize with UCSC to hold the camp at the university, and finalize arrangements with the girls and their parents. We created release forms and welcome packets, and started to plan lessons, fun activities, and bonding experiences. In a week-long camp the girls coded a mobile app together. We also administered a survey to measure our impact on the students.

Women's Representation in Tech

LOCATION Santa Cruz, California

DURATION
July 29 - August 5, 2017

TARGET POPULATION
Young women of color



PROJECT LEADERS

Kyra DaCunha | Michelle Ng Sierra Topp | Natalie Olinik-Lim

Words from the mentors:

This was such a rewarding experience for me. Not only did I grow as an individual and a leader, but I watched the students transform as well. They were so diligent, smart, and creative. It was amazing being a part of something that these young women will take with them throughout the rest of their lives. Sierra Topp, age 22

Words from the students:

I would definitely recommend YEI to younger girls especially when they feel that they are overshadowed in a class with a higher ratio of men. That probably makes them scared to go into coding, so this is a great program to do that.

Jackie Barocio, age 17



Digitalizing Marketplace Data

Creating a Database with CiviCRM



ORGANIZATIONAL ISSUE

For this project we partnered with ACORN International, a federation that supports community organizations around the world. ACORN's chief organizer, Wade Rathke, connected our team to Suresh Kadashan in India. Suresh had been working with a local union for over 10 years to protect the livelihoods of street vendors in the southern city of Bengaluru. Suresh helps manage over 35,000 street vendors in this union, but he had no clear way of storing their information. Most of the member's records existed on paper forms that were kept in multiple locations across the city. Without a centralized system, it was difficult to keep track of the members and maintain consistent communication. Although most of the vendors had cellphones, many were illiterate and spoke in multiple languages. These barriers posed a major issue for both Suresh and the labor union he helped support..



LOCATION Bangalore, India

PARTNER ORG ACORN International

DURATION July 13 - August 31, 2017



TARGET POPULATION Vendors at Indian Street Markets



PROJECT LEADERS Michele Moscatelli Jordan Tick | Yesenia Torres



ABOUT THE PROJECT

Our team consisted of three Everett students: Yesenia Torres, Michele Moscatelli, and Jordan Tick, Yesenia and Jordan went to India for six weeks, while Michele stayed in the USA to aid with the project's preparation and front-end development. While on the ground, Suresh introduced us to vendors from three strategically chosen markets in Bengaluru. We gathered information on a sample of these vendors and imported their data into a secure, cloud-based database named CiviCRM. Once we had about 225 vendor contacts. integrated а digital we communications platform named Twilio that was able to send both voice and text messages to the vendors in their regional language. This work would not have been possible without the support from the vendors, our partners, and the Everett Program.

Protecting Street Vendor's Rights

Research Highlight

Inclusive Economies

An inclusive economy is defined as one that is equitable, participatory, growing, sustainable and stable. The Project:

This multi-year study, first saw the development of an indicator framework with 15 sub-categories and 57 indicators at a national level. This year, we explored the framework's application in three pilot countries (Colombia, South Africa and India) to asses how one might measure each of these characteristics at a subnational level and in different contexts.



Colombia

In collaboration with Fundacion Corona and Red Como Vamos, we held a oneday conference in Bogota, bringing in over 30 local practitioners, academics, researchers and public policy folks from around the country to discuss progress towards greater inclusion in major cities of Colombia. One-on-one interviews with local experts in Bogota, Medellin and Cali also helped us gain a more diverse perspective about inclusion in Colombia.

South Africa

Held at the African Centre for Cities, and with the assistance of Professor Ivan Turok and Dr. Justin Visagie from the Human Science Research Council, a oneday conference was held in Johannesburg to discuss inclusion in the context of rural and urban development. Particular focus was given to exclusion that emerges from rural to urban migration, spatial inequality and the informal economy.

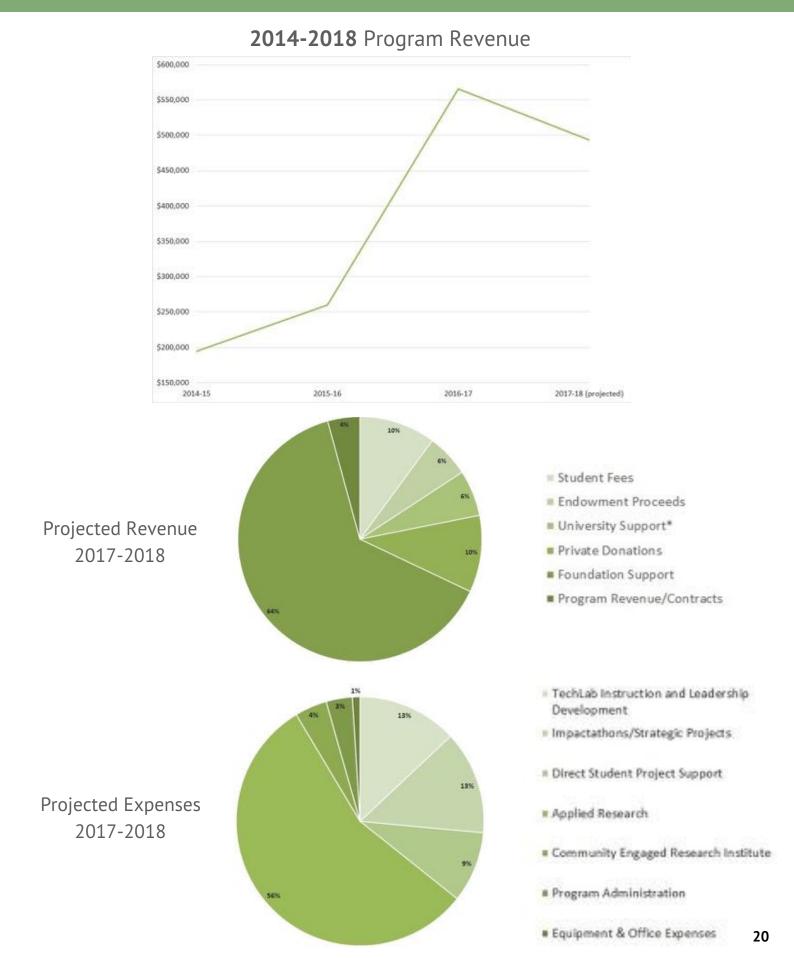




India

Two conferences were held in India, one in Bangalore at the International Institute of Information Technology with Dr. Bidisha Chaudhuri and the second in New Delhi at the Centre for Policy Research. In partnership with local researchers in both cities we explored and discussed aspects of inclusion in rural states in India. Our analysis primarily focused on the states of Bihar, Rajasthan, Assam, Kerala and Andhra Pradesh.

EVERETT PROGRAM FISCAL YEAR BUDGET



Thank you to our financial supporters

Mark Headley and Christina Pehl • Ronnie Lipshutz and Mary Wieland • Friends and Alumni of GIIP/Everett Program • Program for Environmental and Regional Equity, USC • Association of Chamber of Commerce Executives • Rockefeller Foundation • California Wellness Foundation • UC Berkeley Labor Center • Center for Collaborative Research for an Equitable California • UC Santa Cruz Division of Social Sciences • UC Santa Cruz Chancellor and Executive Vice Chancellor"s Office • UC Santa Cruz Office of Campus Provost • Paul Lubeck • Claire Luong • Garrett Steven Waterbury • Reyna Saraos • Tina Nikfarjam• Megan Gerard Reilly • Princess Tillman • Lisa Anne Olivera • Erika Basurto • Justin Hamlin • Todd Avery • Jeff Parshall • Johan Rubens and Laura Marcus • Caitlyn Falcon Ongjoco • Lyle Geoffrey Brown • Anne Ohlgren • Ashoka Savannah Alvarez • Kara Yukie Hisatake • Aria M. Crtichfield • Tyler James Spencer • Nancy Kim and Raul Ebio • Faye Lopez • Anthony Taylor Soberano O'Brien • Miguel Lopez • Christopher Laird Benner • Javier Banuelos • Kathryn Roper • Mary Ward • Annick Duffy • Kelli Silver • Gene Weaver • Maya Ito • Maritza Narvaez • Rick Tirado • Encarnita and Pedro Ongjoco • Juan Banuelos • Nathan Hollman • Michael Egan • Allen Gunn • Ryan Shook • Anna Vandergriff • Alexis Tirado • Rebecca Anne Wage • Luther Jackson • Maria Sanchez • David and Ilona Vandergriff • MaryJane Skjellerup • Jacob Martinez and Joanne Sanchez • Rebecca Lewis Plotkin • Julissa Sanchez • ceasar Gamboa • Adam Bonsey • Anika Lehr • Emi Aliyeva • Wendy Renteria • Maya Contreras • Elisa Santiago • Amber Holguin • Ines Galmiche



Support Everett by visiting www.everettprogram.org/support



everett program