



Project Z – What’s Next!

**“Inspiring our youth to pursue
technology careers”**

A Blacks Gone Geek Community Initiative

www.blacksgonegeek.org



Why Project Z?

The Current Landscape

- Increasingly, fewer high school graduates choose technology as a course of study in college
 - A recent survey of 411 Chicago female high school students, only 24 (6%) were interested in a technology career
 - Of 60 students across three annual cycles of a college technology summer program, only 7 (12%) pursued technology careers
- Students don't know enough about technology programs to decide on it as a career choice
- Fewer minorities and women are represented in the technology field which limits the mentor pool



What is Project Z?

Goals and Tactics

- Increase the number of high school students that decide to pursue a technology curriculum in college
 - Educate them on the rewards of pursuing a career in technology
 - Expose them to technology in a fun and exciting way
- Increase diverse representation in the technology career field
 - Increasing enrollment in technology programs will strengthen the recruitment feeder pool
 - More women and minorities need to pursue technology careers in order to support diversity hiring goals and objectives at major corporations
- Create and implement a Public Awareness campaign to involve the entire community



Successful Technology Programs

They Went Geek!

- Chicago Academy of Advanced Technology (CAAT)
<https://www.chicagotechacademy.org/>
<http://www.youtube.com/watch?v=EK3uj7RTB64>
 - CAAT is a new Chicago public high school designed and led by the [Center for Polytechnical Education](#)
 - Students learn through practical, hands-on experience, mentorship and a curriculum infused with 21st century skills and an aptitude to succeed.
- Purdue University – College of Technology Programs
http://www.tech.purdue.edu/Prospective_Students/index.cfm
<http://www.tech.purdue.edu/camps/TECh/>

Purdue has many technology majors including:

 - Electrical and Computer Engineering Technology
 - Industrial Technology
 - B.S. Degree Program in Technology Education



Rewards of a Technology Career

Why Go Geek?

1. Mo money, Mo money, Mo Money!
2. Technology will always be advancing which means the creation of new jobs.
3. IT skills are a must in this tech savvy world.

“It’s not about the money, you need to pursue a career that you’re really interested in, then the money will come in buckets!” Fortune 100 CIO



Call to Action

What can you do to help? Become a Fan!

- Become a Facebook Fan
<http://www.facebook.com/blacksgonegeek#>
- Promote Facebook fan pages to engage students and parents
 - <http://www.facebook.com/blacksgonegeek>
 - <http://www.facebook.com/LabsAreVital>
 - <http://es-la.facebook.com/erstandyoungcareers>
- Create a Facebook application to track student preferences and suggest technology programs
<http://www.youtube.com/watch?v=a7gYfG1UdCM>
- Visit our resource website to share information about programs and activities
<http://blacksgonegeek.org/ProjectZ.aspx>



Volunteer Opportunities

What can you do to help? Become a Volunteer!

<http://blacksgonegeek.org/VolunteerOpportunities.aspx>

We need volunteers in the following areas:

- Volunteer Coordinator
- Sponsors & Advisors
- Recruiters & Mentors
- Web Developers & Business Developers
- Project Manager
- Researchers, Copy Writers & Editors
- Trainer
- Help get the word out!
 - Webinars (Lunch and Learn or Town Hall Meetings)
 - Campus Visits



How To Learn More About IT Careers

Expose potential candidates to technology careers

<http://blacksgonegeek.org/CareersinIT.aspx>

- Parent Involvement / Motivation
- Computer Class and Curriculum
- After School Programs
- Community Based Organizations
- Summer Camp Programs and Competitions
- College Degree/Vocational Training
- Internships
- Full Time Job/Professional Development Program



About Blacks Gone Geek

Blacks Gone Geek is an online community that serves to inspire a new generation of African Americans to consider and select IT careers, as well enthuse interest and promote technology entrepreneurship; ultimately increasing African Americans' participation in IT "from the classroom to the boardroom."

Milt Haynes, Founder
Blacks Gone Geek

milt@blacksgonegeek.org

www.blacksgonegeek.org

