

UNIVERSITY *of* WASHINGTON

BROTHERHOOD INITIATIVE

**BROTHERHOOD INITIATIVE'S
POSITIVE SOCIAL CHANGE CHALLENGE**

YEAR 2 REPORT

generously funded by
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GRATITUDE

MESSAGE FROM DR. JOE LOTT, FACULTY DIRECTOR

Our first two pilot years for the Positive Social Change Challenge have been funded by American Family Insurance. Your funds made this pilot successful and created ripple-effects across the Brotherhood Initiative curriculum, as well as creating new career opportunities for our scholars.

The Brotherhood Initiative (BI) empowers undergraduate men of color to thrive on campus and graduate prepared for a lifetime of leadership, service and success. Since 2016, the BI has engaged students from historically underserved communities in a holistic cohort program from their freshman year at University of Washington (UW) through the completion of their degree, to build a thriving community of scholars and close the graduation and retention gap men of color face compared to their white peers. As a result of participating in the Brotherhood Initiative, students gain confidence in navigating UW and their unique major, which improves their academic outcomes at UW and their success after graduation.

Brotherhood Initiative students have a six-year graduation rate of 89% and overall college retention rate, or “persistence” rate, of 94%. These are significantly higher than the national and UW averages for graduation and retention rates of underrepresented men. Data demonstrates that the BI facilitates meaningful learning experiences for students that support their identity, skills, and leadership development.

Thank you for your support!



POSITIVE SOCIAL CHANGE CHALLENGE YEAR 2 - SUMMARY

OVERVIEW OF THE POSITIVE SOCIAL CHANGE CHALLENGE

Social innovation education provides students with the skills and tools to examine complex social problems and propose creative solutions to address them. In Fall 2021, the UW Brotherhood Initiative launched the Positive Social Change Challenge (PSCC), a pilot project focused on social innovation, in partnership with the UW Foster School of Business, the Buerk Center for Entrepreneurship, and UW CoMotion.

The Positive Social Change Challenge positions students in the Brotherhood Initiative as leaders to engage and design for transformational impact in the community. Through the Positive Social Change Challenge course, students address and engage with social issues that affect our society, and they are challenged to think critically and collaboratively about the social problems they see in the world. This experience equips students to design solutions that are community-centered and equity-driven. Brotherhood Initiative instructors utilize project-based learning and a teamwork approach to drive innovation and impact across topics and disciplines including business, technology, environmental sustainability, education, public policy, and healthcare.



Dr. Joe Lott, Faculty Director for the UW Brotherhood Initiative

This learning experience has the potential to expand beyond the Brotherhood Initiative to reach all students at the University of Washington. The objective of social innovation is to align entrepreneurial goals with a social justice orientation, such that it involves forming new types of social relationships (e.g., Tri-Sector model) in order to collaboratively generate ideas and solutions which have a positive societal impact. Through the PSCC, we hope to achieve both long-term student and institutional impact.

POSITIVE SOCIAL CHANGE CHALLENGE CURRICULUM

FALL QUARTER

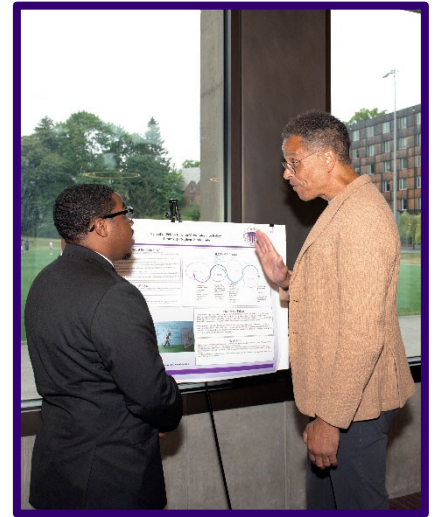
The first quarter is devoted to better understanding the complexity of social problems while also surveying case examples of positive social change in the real world. Students engaged with interactive exercises, case studies, guest speakers and personal experiences, learning to identify social problems and positive social change of interest to them that were connected to their studies as well as career and life goals. In the second half of the quarter, students were placed in a group of students with similar interest areas to further explore a common topic. Through their collaborative work they began developing a rich understanding of the research and ideation processes required for social innovation relevant to their chosen issue.

WINTER QUARTER

The second quarter focuses on examining the complexities of social change. Students met in their groups to explore their shared social problem space of interest while also working to better understand and center community needs before generating ideas of possible positive social change. They also completed a series of professional development assignments, and further developed their e-portfolios to track and reflect on their growth in the positive social change challenge. Toward the end of the quarter, students presented their ideas to community leaders and subject-matter experts to solicit feedback and ideas for improvement.

SPRING QUARTER

In the spring, the student groups developed an introductory theory of change for their problem of focus, centering on the concept of the tri-sector innovation model in which private, social, and public sectors each contribute resources and work together for the overall good of society (<https://www.newimpact.care/what-is-tri-sector-innovation>). Student then generated an actionable idea to address their social issue, and presented their ideas to BI students in the first-year seminar. As a culmination of their work, each group created research-style posters which they presented at the BI End of Year Celebration.



A BI scholar presents his poster at the End of Year Celebration

POSITIVE SOCIAL CHANGE CHALLENGE YEAR 2 – FINAL PROJECTS

INCREASING TECHNOLOGICAL LITERACY FOR MARGINALIZED GROUPS

PROBLEM SPACE In low-income and immigrant communities, low access to technology and tech literacy is a significant predictor of an individual's success.

DESIRED COMMUNITY IMPACT To cultivate a generation of technologically literate immigrant and marginalized groups in Seattle who have access to technology.

ACTIONABLE IDEA To create a non-profit organization focused on developing a high-fidelity prototype for a Google Chrome Store Web Extension, with the goal of assisting the target community to safely and efficiently navigate the internet and its resources.

Poster on next page

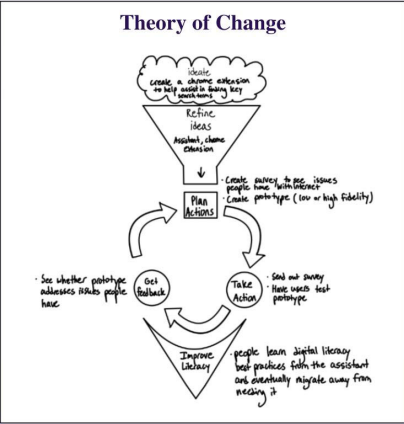
Background/Social Problem Space
Education was historically reserved for hegemonic groups, education was a form of social mobility. Minorities have historically been lower-income when compared to their white counterparts. Technology has been less affordable within these groups.

Problem of Focus
Cultivate digital literacy in immigrant and low-income communities in the Seattle area

Actionable Idea
Develop a high-fidelity prototype for a Google Chrome Store Web Extension to assist our target community safely and efficiently navigate the internet and its resources



Photo Caption: The duality of Seattle skyline



IMMIGRANTS ARE SUFFERING AT THE HANDS OF PRIVATE COMPANIES!

NOT JUST IMMIGRANTS

In low-income areas and immigrant communities, **low access to tech & tech-literacy** is the sole predictor of an individual's success in society.

How can YOU help this problem?

- Support our team through donations
- Recycle an old PC/laptop with our team
- Educate yourself on the issue
- Spread awareness!!!

contact: smm11@uw.edu

- Plan/Steps Taken**
- Milestone 1: create a paper low fidelity sketch for a Google Chrome Store Web Extension
- Milestone 2: Shift the sketches into a refined high fidelity digital prototype in Figma
- Interviews with individuals from affected groups to focus on a community-centered approach
 - Discussions with professionals from industry to gain professional perspective on actionable idea
 - Researched existing landscape of non-profit/private entities that could be repurposed for problem space
 - Document discussions and actions


- Next Steps**
- Establish a non-profit organization.
 - Work with technology recycling agencies to re-furbish technology for our target audience.
 - Work with the social sector and install our interface to computers in public libraries and community centers.
 - Build our own centers for digital literacy around Washington state.

SCHOOL TO PRISON PIPELINE/ZERO TOLERANCE POLICY


PROBLEM SPACE Multiple factors contribute to the school to prison pipeline, but one of the most influential ones is the implementation of zero tolerance policies in schools. These policies, designed to maintain discipline and safety, often result in harsh disciplinary actions that disproportionately affect marginalized students, particularly those from low-income communities or communities of color.

DESIRED COMMUNITY IMPACT To influence both the government sector and the social sector by advocating for policy changes and fostering community support. Our goal is to address systemic inequalities and create a more equitable environment for young individuals at risk of entering the prison system.

ACTIONABLE IDEA To find ways to help middle and high school students feel like they want to succeed and give them the support systems they can rely on, so they do not fall into the school-to-prison pipeline. By offering support and guidance, we strive to serve as positive role models and mentors, instilling a sense of belonging, self-worth, and empowerment within these individuals.



School to Prison Pipeline/Zero Tolerance Policy



Background/Social Problem Space

- There are multiple factors that contribute to the school to prison pipeline, but one of the most influential ones is the implementation of zero tolerance policies in schools. These policies, designed to maintain discipline and safety, often result in harsh disciplinary actions that disproportionately affect marginalized students, particularly those from low-income communities or communities of color.
- The zero tolerance policy: The zero tolerance policy adopted by many schools involves the automatic application of severe punishments, such as suspension or expulsion. Leading to a re-educational approach to discipline that can be detrimental to their educational journey.
- Historical context: Taking back to the aftermath of the Civil War, when America faced the collapse of its agricultural empire due to the abolition of slave labor, prisons were repositioned as a means to address the economic challenges. The incarcerated population became a source of cheap labor, allowing the prison industry to thrive. This historical context highlights how prisons were initially created to fulfill economic needs rather than promoting rehabilitation or addressing the root causes of crime.
- Exploitation of poor inner-city neighborhoods: In the 21st century, the United States continues to witness the exploitation of impoverished neighborhoods, particularly in inner cities, perpetuating a cycle of disadvantage and limited opportunities. The lack of adequate resources, quality education, and economic opportunities in these communities increases the likelihood of young individuals falling into the school-to-prison pipeline.
- The group's objectives extend beyond mere awareness of the issue. They aim to influence both the government sector and the social sector by advocating for policy changes and fostering community support. Their goal is to address systemic inequalities and create a more equitable environment for young individuals at risk of entering the prison system.
- One approach taken by the group involves providing comprehensive rehabilitation skills to misunderstood men of color within the community. By offering support and guidance, they strive to serve as positive role models and mentors, instilling a sense of belonging, self-worth, and empowerment among these individuals.

THEORY OF CHANGE

Stopping Zero tolerance policy before it starts

How will it help? Aspirations

How to help youth of color? Strategies


Action

Impact

Vision

- Open up more community centers
- More support system
- Finding a way into the community which shall trust Sparrow
- Finding colleges and business with the same goals and values as Sparrow to work with
- Informing the community about the school to prison pipeline
- It can change the way people of color live economically within this country
- Higher graduation rates, higher diversity within certain careers
- Higher diversity rates within the Universities
- Next generation can aspire them to be the best they can be
- Change the way people of color live
- Ending or bringing down numbers of the zero-tolerance policy


INCARCERATION VS EDUCATION IN THE UNITED STATES OF AMERICA



The photos shows America's priority in funds to run incarceration facilities rather than educational institutions.

Plan/Steps Taken

- The group's objectives extend beyond mere awareness of the issue. They aim to influence both the government sector and the social sector by advocating for policy changes and fostering community support. Their goal is to address systemic inequalities and create a more equitable environment for young individuals at risk of entering the prison system.
- One approach taken by the group involves providing comprehensive rehabilitation skills to misunderstood men of color within the community. By offering support and guidance, they strive to serve as positive role models and mentors, instilling a sense of belonging, self-worth, and empowerment among these individuals.
- Talking to other nonprofits that do the same work as such as Construct Diversity and the MUST program and working with them to catapult our own non-profit organization
- Having fundraisers that will allow us to start up our organization as well and have the ability to have more community centers that will help kids stay more focused on their goal and have somewhere safe to be after school
- To educate the parents within the inner city communities on what the school to prison pipeline is and how the zero tolerance policy upholds




EMPOWERING BIPOC ENTREPRENEURS FOR EQUITABLE ECONOMIC GROWTH IN SEATTLE


PROBLEM SPACE BIPOC entrepreneurs face barriers with the business-building process, due to the long history of racial discrimination in the United States. This includes economic, market, sociocultural, and institutional barriers. BIPOC start-ups have a lack of funding to launch a successful business, which stems from an issue of access to potential investors.

DESIRED COMMUNITY IMPACT To support and empower BIPOC entrepreneurs, which is essential for fostering inclusive communities and driving economic growth while promoting equity in Seattle.

ACTIONABLE IDEA To focus on providing a subscription resource for the small BIPOC businesses that our organization works with, connecting them with inclusive investors. We will also gather information, resources, and helpful tools for small BIPOC businesses. The purpose of our platform is to expand DEI innovation and investing through small businesses. Our services will be available to entrepreneurs and investors via a monthly subscription that grants access to a database of opportunities in this space.



Our Idea to Address a Social Problem



Background/Social Problem Space

Social Problem Space:
Lack of equity and access for BIPOC businesses in financial sectors.

Social Problem:
BIPOC start-ups have a lack of funding to procure a successful business, this stems from an issue of access to potential investors.

Historical Context:
BIPOC entrepreneurs face barriers with the business-building process due to the long history of racial discrimination in the United States. This includes economic, market, sociocultural, and institutional barriers.

Power Dynamic:
Startup capital is very important in starting a successful business. Unfortunately, BIPOC entrepreneurs have less of it. BIPOC business owners often encounter absurd interest rates and difficulty obtaining bank loans, even with good personal credit.

Theory of Change

Problem Why? Small BIPOC owned businesses struggle to find proper funding and resources	Population Who? Small BIPOC owned businesses nationwide	Help connect small businesses with proper funding	Create partnerships with bigger companies	Provide growth for small BIPOC businesses
Strategy How? Develop a subscription filled with resources for small businesses. Reinvest money back into the small businesses	Outcome What? Easy access to an abundance of resources and growth in small BIPOC businesses nationwide.	Provide a subscription database full of resources for small BIPOC businesses	Distribute flyers to small BIPOC business to aware them of our services	Reinvest money from subscriptions back into the small businesses
Result: <ul style="list-style-type: none"> • Increase in funding for BIPOC startups • Growth of small businesses nationwide • Easier access to funding that might not be in use • Gain connections to larger companies 				

Problem of Focus

Inequity of funding for BIPOC small businesses.

Actionable Idea

Emerald City SB is a B2B SaaS provider that connects BIPOC-owned businesses with inclusive investors. We aim to be the premier platform for the expansion of DEI innovation and investing. Our services will be available to entrepreneurs and investors via a monthly subscription that grants access to a database of opportunities in this space.

Plan

- We have diverted from the idea of a showcase event to focus on providing a subscription resource for the small BIPOC businesses that our organization works with.
- Gather information, resources, and helpful tool for small BIPOC businesses. Purpose of our platform is to the expansion of DEI innovation and investing through small businesses.
- The final goal is to create a final plan that will map out the implementation of our subscription service and how it will help small BIPOC businesses.

Next Steps

- Developing software, website, or mode/vessel that'd allow for the efficient distribution of subscriptions for BIPOC-owned businesses
- Attend events proposed by our interviewee to get a feel for what BIPOC businesses within Seattle want regarding investment applying the data & responses to our broader idea
- Who would you talk to?
- How would you spend that time?
- What would you like to know?
- What would get accomplished to advance beyond your actionable idea and towards your vision/broader theory of change goal

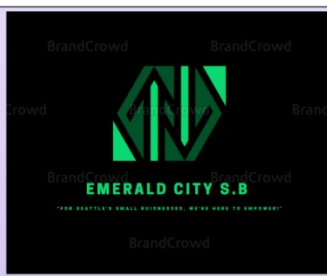



Photo Caption: Our organization aims to support BIPOC small business

ACCESSIBILITY OF MENTAL HEALTH RESOURCES

PROBLEM SPACE Over half of all college students currently experience or have experienced mental health struggles, and mental illness significantly hinders academic success. Mental health struggles are poorly understood, partially perpetuated by media and cultural values. The pervasive stigmatization of mental illness and health resources perpetuates the struggles of young people. Mental health resources do exist, but providers can struggle with engagement and outreach. There may be a significant misunderstanding or lack of knowledge surrounding the resources that are available to college students and young adults. In addition, there is a noticeable lack of BIPOC-specific mental health resources.


DESIRED COMMUNITY IMPACT To promote healthy attitudes towards mental illness by providing accurate representations of mental illness, broadly working to normalize mental health issues, and advocating for accessible mental health resources and medical interventions for mental illness.

ACTIONABLE IDEA To construct a comprehensive list of mental health resources available to young adults and college students, and analyze this list based on values, strengths, and weaknesses. We have gathered together multiple resources most applicable to our target demographic, and begun looking at the multitude of identities and populations these resources are applicable to, making note of any groups that may not receive desired care from specific entities.



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Huskies for Mental Health



Background/Social Problem Space

- Over half of all college students currently experience or have experienced mental health struggles.
- Mental illness significantly impacts academic success.
- There is a high prevalence of poor understanding about mental health struggles, partially perpetuated by media and cultural values.
- Mental health resources do exist, but can struggle with engagement and outreach.
- There may be a significant misunderstanding or lack of knowledge surrounding the resources that are available to college students and young adults.
- Lack of BIPOC specific mental health resources.

Theory of Change

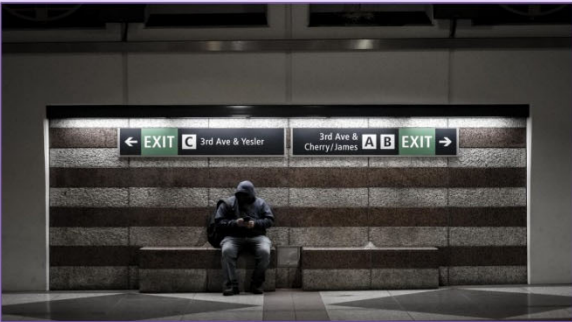


Problem of Focus

The lack of awareness of mental health issues and deficiency of existing resource utilization.

Actionable Idea

Construct a comprehensive list of mental health resources available to young adults and college students and analyze this list based on values, strengths, and weaknesses.



How does your Mental health make you feel?

Plan/Steps Taken

- We have gathered together multiple resources most applicable to our target demographic.
- We have looked into these resources for the services offered.
- Our list of resources includes the strengths and weaknesses of these organizations.
- Started looking at the multitude of identities and populations these resources are applicable to, making note of any groups that may not receive desired care from specific entities.
- Gained input from professionals.

Next Steps

- If given time and funding, we hope to work collaboratively with existing resources to help them better engage with their target demographic.
- We hope to expand our audience to college students and young adults of other regions through social media activity.
- Survey our demographic to gather more information on their specific mental health needs.

LITTER IN THE COMMUNITY

PROBLEM SPACE Litter is an extremely common occurrence in Seattle, especially in typically marginalized areas. The city levies fines and spends millions on clean-up, but the problem is still out of control. Littering happens for a number of reasons, including: overflowing public waste bins, laziness, and a lack of education surrounding the environment. Litter affects our communities by reducing safety, beauty, and the environment. A lot of things that are left on the ground could also potentially be unsafe.

When we started the project, we initially focused on environmental issues. This was a bit too broad so we then shifted our focus on recycling and how recycling (or the lack thereof) impacts communities, especially POC communities. We finally settled on littering specifically, as we were able to aggregate more information on that end (especially with the interview w/ UW Recycling), and have a well-defined goal of our PSCC (littering is a subset of recycling). Recycling is too loaded of a social problem, so we decided to break it down to a sub-problem of it, and focusing on littering allowed us to know who to interview specifically.

DESIRED COMMUNITY IMPACT Our vision is to raise awareness and inform students about the resources that are readily available for both their physical and mental health needs. We do not want students who are in need to feel overwhelmed by a feeling of distraught for not having access to resources that are there for them but not to their knowledge. We are also aware that students may perceive a negative stigma towards seeking help. Throughout this quarter our end goal shifted several times as we learned more about our problem space. We conducted three interviews by the end of Spring Quarter and each opened our eyes to both the challenges students face and the resources that are available to them.

ACTIONABLE IDEA To ensure clean, walkable streets in our communities through strategic implementation and maintenance of litter bins and education surrounding littering.



LitterBROTHER



Background/Social Problem Space

- Litter is an extremely common occurrence in Seattle, especially in typically marginalized areas.
- The city levies fines and spends millions on clean-up, but the problem is still out of control.
- Littering happens for a number of reasons, including: overflowing public waste bins, laziness, and a lack of education surrounding the environment.

Problem of Focus

Litter affecting our communities by reducing safety, beauty, and the environment.

Actionable Idea

Education surrounding littering aimed at youth, as well as improved trash-can placement around litter hotspots.

Theory of Change

New Theory of Change

WHY

Littering disproportionately impacts marginalized communities/businesses. Littering is harmful to natural ecosystems. (Littering is often a result of inadequate garbage disposal)

WHAT

Collect data on litter hotspots, disposal rates, and garbage compositions. Create a digestible report of the impact of littering in local communities.

WHO

Marginalized communities impacted by neighborhoods covered with litter. Anyone who wishes to see more beautified community spaces.

HOW

Create a starting point for future change makers with our data and observations on potential programs for more efficient garbage disposal.



Photo Caption: Assorted litter among the leaves

Plan/Steps Taken

- Interviewed UW Recycling to learn more about litter habits and prevention efforts around campus.
- Canvassed areas of the Burke-Gilman Trail, taking data on litter observed.
- Toured the CoMotion labs, a potential workspace.
- Plan to interview small business owners about their experiences/feelings about litter in Seattle.

Next Steps

- Create a simple but effective curriculum designed to teach youth the consequences of litter.
- Using data, we'd determine litter hotspots around Seattle and strategically place litter bins close to them.
- Long-term goal of seeing a reduction in litter around discerned hotspots, but some results (like education) may take a while to be realized.


CLIMATE JUSTICE EDUCATION

PROBLEM SPACE There is not enough discussion about environmental topics in many Seattle-area schools, and seemingly decreasing empathy towards the environment. In addition, there is a lack of digestible information for kids about important environmental processes and impacts.


DESIRED COMMUNITY IMPACT To change the apocalyptic narrative that kids hear about the environment by rewriting the narrative about climate change through positive reinforcement. By using visuals to describe how our world is changing, encouraging kids to ask questions, and talking about small scale solutions, our goal is to promote environmental awareness and turn the classroom into a more eco-friendly space.

ACTIONABLE IDEAS

To create a lesson plan for K-5 grade levels, focused on environmental awareness.



Eco-Doc



Background/Social Problem Space

- Education systems within the Seattle, Washington are lacking a focus on environmentally focused subjects
- Lack of climate justice focus in law making and the country as a whole
- Mass consumption and capitalism have and will continue to negatively impact the world we live in
- Our goal is to create a more educated and empathetic society when it comes to an individual's impacts on climate change and environmental health

Problem of Focus

Lack of digestible information for kids on important environmental processes and impacts

Actionable Idea

Draft a curriculum containing a lesson plan focused on environmental awareness





Photo Caption: The point of this image (milestone 1) is to make a more intimidating issue digestible and approachable for younger individuals

Climate Justice Education Change Management Model



Plan/Steps Taken

- Our actionable idea was to create a lesson plan for various ages that would educate students about the environment, and hopefully bring some of our biggest challenges to light
- We have talked to professionals in the education field not only about what we should include in our curriculum, but how we should convey the information to the students
- We hope to rewrite the narrative about climate change through positive reinforcement
- Introduce viable information about climate change with the intent to change cultural standards

Next Steps

- If we had more time, one thing we considered was hosting lighthearted community events to get the conversations flowing
- Given more money, we'd potentially start a nonprofit and hopefully span our curriculum across more than just Washington