



ENGINEER
inclusion

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Professional Development Services

CATALOG.

FALL 2020

ABOUT.

Engineer Inclusion founder Dr. Meagan Pollock began her career playing with light projection on tiny microscopic mirrors as an engineer for Texas Instruments. In 2008, Meagan shifted her focus from widgets to workshops and began teaching, speaking, and writing about diversity, equity, and inclusion. She now utilizes metaphorical projectors and mirrors to shine a light on micro and macro social systems that, when adjusted, improve student, employee, and organizational success.

Drawing on multiple skillsets, **Engineer Inclusion helps people intentionally and systematically engineer equity and inclusion into their organizations: driving positive outcomes and effectively supporting employees and the community.** Leveraging engineering thinking, process-improvement, and research-based inclusion strategies, Engineer Inclusion is uniquely equipped to help you reach your diversity, equity and inclusion goals.



ENGINEER
inclusion

ISSUE.

What are the outcomes that are important to your organization? Student success? Recruitment and retention of women and people of color in STEM & CTE fields? Improved collaboration? Culture that drives innovation?

The barriers to success are numerous and complex, especially when considering dimensions of identity like race, gender, socio-economic status, ability, religion, and sexuality. However, we live in an unprecedented time that has exposed to a formerly unaware audience, many existing social issues like deeply rooted cultural biases, institutional barriers, and systemic oppression. By equipping individuals with increased awareness and tools for action, they can begin to integrate additional equitable strategies that will drive positive outcomes.

We are striving for equity and inclusion in education and the workforce.

Equity compensates for systemic inequalities. It is an explicit effort to level the playing field with the goal of reaching equality.

Inclusion is when:

- ★ Everyone feels respected and valued.
- ★ Everyone gets to show up as their true and authentic self.
- ★ Everyone feels like they belong, and no one is marginalized.
- ★ Diversity is not only welcomed, but celebrated.
- ★ Systems and policies don't oppress, and barriers are dismantled.
- ★ The environment helps people reach their full potential.

WE CAN HELP YOU GET THERE.

WHO WE SERVE

K12 Educators

Community College

Universities

Industry

Technology

Healthcare

Transportation

Construction

Manufacturing

Communications

Finance

Government

NPOs

Faith-Based Orgs

Service-Based Orgs

THEORY OF CHANGE.

Unless someone like you cares a whole awful lot, nothing is going to get better. It's not. –Dr. Seuss

Commonly framed from a deficit perspective, traditional “diversity” workshops often feel punitive. People feel like leadership wants to “fix” them, and few people win in these scenarios.

Our theory of change is an asset- or strengths-based approach that draws from learning and motivation theory, provides an appropriately challenging experience, scaffolds communities of practice, and is focused on outcomes.

Our work focuses on three key components: knowledge, beliefs, and behaviors.

- ★ We aim to establish a shared vocabulary and equip participants with skills to recognize and talk about equity issues.
- ★ We aim to reveal the underlying beliefs in all of us that may limit our ability to contribute to equitable environments, and we guide shifting mindsets.
- ★ We aim to co-create a roadmap for the essential and ongoing journey of equity-minded and inclusive individuals and organizations.

We honor our participants and invite them to join us on a journey creating a more equitable and inclusive environment for every person to reach their full potential.

EXPERTISE

STEM & CTE
Engineering Education
Nontraditional Careers
Educational Equity
Inclusive Environments
Self-Efficacy
Growth Mindset
Implicit Bias
Systems Thinking
Strategic Planning
Org Culture
Culturally Responsive Teaching
Social & Emotional Learning
Leadership Coaching
Counseling

CURRICULUM.

We offer a variety of professional learning content that is customized to meet the needs of each specific audience. We work with you to craft a solution that is best suited to meet your needs. The following fourteen items are a selection of our workshops, courses, and talks. If you are looking for something specific, please let us know.

1



UNRAVELING BIAS IN THE BRAIN

Everyone has a brain and everyone has bias. If we use our brains to understand and combat unconscious bias, we can create a more inclusive and just world. In this course, we will explore how our brain can work against our best intentions, and what we can do to be more kind and inclusive.

2



FIND YOUR SIXTH SENSE: ASSET MINDSET

Our biases alter our perceptions, and influence our interactions with others. An asset mindset moves past implicit biases to see the value in others, and welcomes diverse ways of knowing and doing. We can transform and improve relationships by shifting from a deficit to an asset mindset. Change how you see colleagues, classmates, family or students by finding your sixth sense.

3



SELF-AWARENESS FOR SOCIAL JUSTICE

How can we stand for social justice, if we don't know where we stand? The journey of self-awareness unravels our biases, unpacks our privilege, unclasps our position, and unoccupies power. Knowing "woke" words, and discussing social justice isn't enough. We must take action within ourselves while we also take action in our communities.

Let us work with you to craft a solution that best suits your specific needs.

4



STICKY FEEDBACK IS BEST

Throughout our lifetime, we get tons of feedback, and the feedback we receive affects our motivation. Feedback and support from others is a source of our self-efficacy — the belief we have in ourselves to accomplish a task. Using a simple formula, we can adjust our feedback to be a super-booster for self-efficacy in others, through what I call, "Sticky Feedback." In this course, you will learn how you can better encourage others to reach their goals.

5



UPDATE YOUR PRESCRIPTION: DEVELOP A COLOR-RICH PERSPECTIVE

Some of us have rose-colored glasses on and don't even know it. Some of us haven't examined our life lens in a while and don't realize how much "grime" has built up. Some of us have a very old prescription that distorts our view of the world. Some of us were raised to "not see color." In this course, we will discuss how to identify and update your life lens for a color-rich, diverse, and inclusive perspective.

6



EQUAL OPPORTUNITY ISN'T EQUAL FOR EVERYONE

Equal opportunity is both a legal term and colloquialism. We have "equal opportunity" employers, and many people hold beliefs that everyone has equal opportunity to success. Some might align this belief with the American Dream, rags to riches, or bootstrap ideologies. In this course, I'll introduce specific historical and systemic reasons for why equal opportunity isn't equal for everyone.

These units are the foundation of a forthcoming discussion guide and online course.

7

IT'S NOT ABOUT YOU.

This unit introduces systems of advantage and systems of oppression. It draws out fear and directs people towards problem-solving systems, not merely themselves.

8

BLINDSPOTS.

This unit introduces how privilege, stereotypes, and implicit bias work in our brains to create blindspots that, with effort, we can learn to recognize and adjust behavior.

9

EMPATHY = KINDNESS.

Empathy is a skill that can bring people together and make people feel included. This unit assists participants in reviving an updated version of the golden rule.

10

DO THE WORK.

People like to improve themselves, as is evidenced by the huge market of self-help books and programs. Leveraging this energy, we shift towards a collectivist approach to improve society.

11

ASK QUESTIONS.

What else might be true? Instead of jumping to conclusions that are usually aligned to stereotypes and bias, we activate an asset mindset that allows us to first recognize the value in others.

12

SPEAK UP.

To make change, we must interrupt the cycles of inequity. This unit helps participants to practice speaking-up to call others in and call out systemic inequities.

13

THE DANCE.

To create inclusive environments, we must learn the dance of when to step-up to advocate for the marginalized and oppressed, and when to step back to make space for others to shine.

14

THE INCLUSION LIFESTYLE.

Learning to be an inclusive person is a lifestyle practice that, with effort, we can all adapt and share a journey of continuous improvement.

INTERVENTIONS & INVESTMENTS.

Change doesn't happen overnight, and it doesn't happen with a single intervention. A strategic approach is necessary to create meaningful and lasting change. Our recommendation is for a multi-pronged approach that includes a series of workshops and monthly modules with discussions led by coached small-group leaders.

NON-PROFIT
ORGANIZATIONS
ARE ELIGIBLE TO
RECEIVE A 10%
DISCOUNT
ON ALL RATES.

We will help you design the best program to meet your needs.

| Item | Duration | Total |
|---|---------------------|--------|
| Virtual Workshops | | |
| Includes: | | |
| • Up to 100 participants | <2 Hours | \$1500 |
| • Registration Management | <4 Hours | \$2500 |
| • ZOOM platform | <7 Hours | \$3500 |
| • PDF handouts | | |
| • Follow-up with Resources | | |
| • Frequent breaks for 1/2 and Full-day | | |
| In-Person Workshops | | |
| • Up to 30 participants ¹ | <4 Hours | \$4500 |
| • Includes Handouts | <7 Hours | \$5000 |
| • Includes Travel Expenses (US Mainland) ² | | |
| Keynote | | |
| • Unlimited participants | <2 Hours, Virtual | \$2000 |
| • Includes Travel Expenses (US Mainland) ² | <2 Hours | \$5000 |
| | <2 Hours + Workshop | \$6500 |
| Virtual Consulting | | |
| • Coaching Local Leaders | Per Hour | \$150 |
| • Organization Change | | |
| • Audits | | |

¹ If you have more participants, let us know and we can provide a modified quote.

² If travel outside of US Mainland is required, let us know and we can provide a modified quote.

INSTRUCTOR.

MEAGAN POLLOCK, PHD

Chief Inclusion Engineer

Dr. Meagan Pollock envisions a world where personal and social circumstances are not obstacles to achieving potential, and where kindness, inclusivity, and conservation prevail. An international speaker, teacher, engineer, and equity leader, her mission is to provide services, tools, and resources that inspire awareness and initiate action.

Meagan's company, Engineer Inclusion, helps people intentionally and systematically engineer equity and inclusion into their organizations: driving positive outcomes and effectively supporting employees and the community. With twelve years of experience, she provides teaching, consulting and development services related to engineering, education, and equity to industry, non-profit organizations, and educational institutions across the globe. A storyteller at heart, Meagan connects with audiences through her authentic style, and her ability to facilitate tough conversations.

A past recipient of the National Science Foundation Graduate Research Fellowship, Meagan holds a PhD in engineering education from Purdue University, an MS in electrical engineering from Texas Tech University, and a BS in computer science from Texas Woman's University.

Meagan began her career playing with light projection on tiny microscopic mirrors as an engineer for Texas Instruments. She now utilizes metaphorical projectors and mirrors to shine a light on micro and macro social systems that when adjusted, improve student and employee success in science, technology, engineering, and mathematics.

As an engineer turned educator, Meagan focuses on engineering equity into education and the workforce.

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Every contract and partnership is uniquely crafted. Drawing upon a strong network of Diversity, Equity, and Inclusion (DEI) experts with a systemic thinking skillset, we design the best team to meet your specific needs.

PROCESS.

1 

Contact Us

Reach out and let us know what you would like. Not sure? We can help you figure that out!

2 

Meet

We want to discuss your concerns and goals. From there, we'll recommend a service.

3 

Contract

We'll draft up a proposal/contract, and enter into a work agreement.

4 

Plan

Logistics, materials, details... We'll make sure everything is in order before delivery.

5 

Service

We'll deliver our high-quality services to help you reach your equity and inclusion goals.

6 

Debrief

We'll have a debrief meeting with you to assess the service, and make a plan for next steps.

7 

Invoice

We use Quickbooks invoicing for fast and easy processing. Our terms are NET 30.

WE'D LIKE TO WORK WITH YOU!

We want to help you meet your diversity, equity, and inclusion goals. Please contact us for a free consultation and quote.

We want to help you plan a program that best fits your needs and budget.

Dr. Meagan Pollock

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SBA WOSB
Woman Owned Small Business

ENGINEER INCLUSION IS A DIVISION OF 7EVENTURES LLC, AND IS A CERTIFIED WOMAN-OWNED SMALL BUSINESS BASED IN DALLAS, TEXAS.

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