



ENGINEER
inclusion

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Professional Development Services

CATALOG.

2022

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

Industry
Technology
Community College
Universities
K12 Educators
Healthcare
Transportation
Construction
Manufacturing
Communications
Finance
Government
NPOs
Faith-Based Orgs
Service-Based Orgs

THEORY OF CHANGE.

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

SERVICES.



KEYNOTE SPEAKING

Engaging and skilled keynote speakers are ready to help jump start your events. [↗](#)



WORKSHOPS & WEBINARS

We offer in-person and virtual professional development workshops. [↗](#)



SURVEYS & AUDITS

We can facilitate culture and climate surveys, and conduct equity audits. [↗](#)



COACHING & CONSULTING

We will partner with you to reach your equity and inclusion goals. [↗](#)



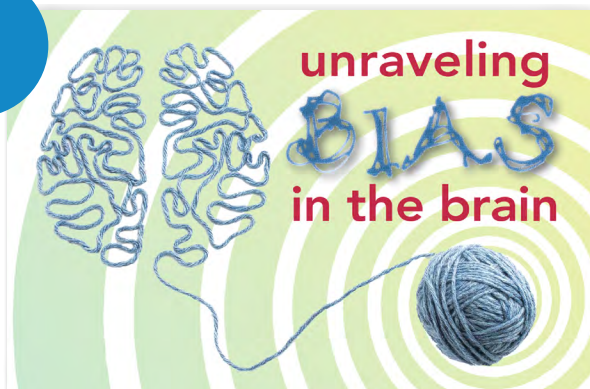
CUSTOM PROGRAMS

Based on your needs and budget, we can design a custom program. [↗](#)

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 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

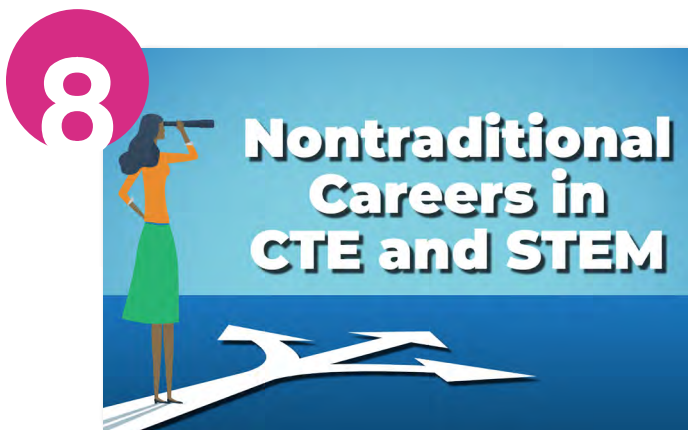
Equal opportunity is both a legal term and colloquialism. We have “equal opportunity” employers, and many people hold beliefs that everyone has equal opportunity to success. Some might align this belief with the American Dream, rags to riches, or bootstrap ideologies. In this course, I'll introduce specific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

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



INCLUSIVE VIRTUAL LEARNING

Virtual learning can be a challenge, especially when we aim to create equitable and inclusive learning environments. In this workshop, we use active learning to practice using a variety of tools, yet also have generative discussions that facilitate more conversation around inclusive instructional strategies. Best practices are modeled throughout the session, and exercises allow participants to experiment with various technologies. ➔



NONTRADITIONAL CAREERS IN CTE/STEM

Nontraditional careers are any in which one gender represents less than 25% of the workforce. For example, women in engineering or men in nursing. When many of these careers are high-wage, and high-demand jobs, it is imperative that we remove barriers and increase the participation and completion of women and men in nontraditional educational pathways. This workshop equips educators with tools and strategies for recruitment and retention.



INCLUSIVE LEADERSHIP

Belonging and being valued are fundamental human needs. Inclusive leadership not only helps to address these two crucial needs, but also enhances performance, collaboration, attendance, and reduces turnover. In this program, we examine six traits of inclusive leaders and specific strategies for transforming our practice.

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

10 DIVERSITY, EQUITY, & INCLUSION Strategic Planning



DEI STRATEGIC PLANNING

Whether you want to develop a strategy for diversity, equity, and inclusion, evaluate the one you have, or invigorate efforts, we can help. We facilitate collaborative sessions that drive collective decisions for DEI in your organization.

11 Diversity, Equity, and Inclusion Mindset



DIVERSITY, EQUITY, AND INCLUSION MINDSET

In this session, we'll unpack the six characteristics of DEI mindset for educators and leave with strategies to apply to our practice.

12 Inclusive Engineering Design Practices

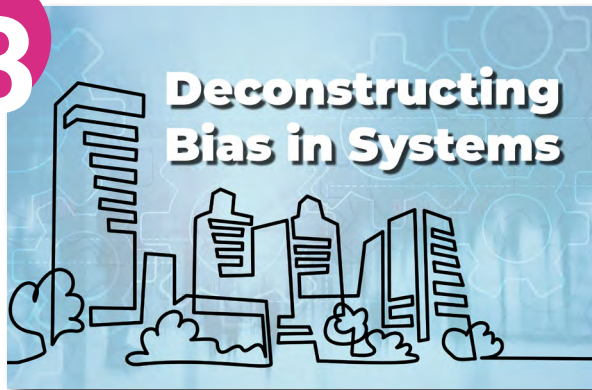


INCLUSIVE ENGINEERING DESIGN PRACTICES

Design thinking fuels innovation. It is a solution-oriented process with considerations about the consumer at the heart of all development stages. Truly empathic and inclusive design requires a multi-cultural competence and awareness that can be cultivated and developed. In this session, we examine best practices for engineering inclusive technological solutions.

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

13



DECONSTRUCTING BIAS IN SYSTEMS

Our systems create what we programmed them to create. If our output doesn't match what we desire, how are we changing the system to facilitate an improved output? Climate is a function of the system and the people that hold it up. If we want DEI issues to be considered important, how does the system support that output? In this session, we'll learn strategies to influence the system around us to create an equitable and inclusive climate.

14



HOW LEARNING HAPPENS

This program teaches the natural learning process, basic neuroscience of how the brain learns, with strategies for helping oneself and others learn. We approach the conversation from an intersectional lens, helping educators learn how to provide equitable learning environments for every student to succeed. ➔

15



AWARENESS TO ACTION

Awareness isn't enough. The program is scaffolded to help participants focus their energy and efforts on self-identified learning and action goals that help actualize meaningful change within our circles of influence. ➔

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

16

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.

17

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.

18

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.

19

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.

20

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.

21

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.

22

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.

23

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.

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

NON-PROFIT ORGANIZATIONS ARE ELIGIBLE TO RECEIVE UP TO A **10% DISCOUNT ON SELECT RATES**. CONTACT US TO LEARN MORE.



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	VIRTUAL	IN-PERSON										
Workshops < 3 hours < 6 hours	<table><tr><td>1 Instructor</td><td>2 Instructors</td></tr><tr><td>\$3000^{USD}</td><td>\$5000</td></tr><tr><td>\$4000</td><td>\$6000</td></tr></table> <p><i>Includes Zoom Meeting, Registration Management, PDF Handouts, Basic Evaluation Survey</i></p>	1 Instructor	2 Instructors	\$3000 ^{USD}	\$5000	\$4000	\$6000	<table><tr><td>1 Instructor</td><td>2 Instructors</td></tr><tr><td>\$5000</td><td>\$7500</td></tr></table> <p><i>Travel will be added as a flat rate, typically ~\$1500/person for US-based travel. Materials are \$20 per person</i></p>	1 Instructor	2 Instructors	\$5000	\$7500
1 Instructor	2 Instructors											
\$3000 ^{USD}	\$5000											
\$4000	\$6000											
1 Instructor	2 Instructors											
\$5000	\$7500											
Keynote	\$5000	\$8000 <i>Travel will be added as a flat rate.</i>										
Consulting	\$250/hour	\$3500/day <i>Travel will be added as a flat rate.</i>										
Other Special Programs Surveys/Audits Executive Coaching	Ask for Quote	Ask for Quote										

Our goal is to provide you the best solution to meet your needs and budget.
 engineerinclusion.com • 2022-01-15



Primary

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 experts with a systemic thinking skillset, we design the best team to meet your specific needs.

MEET OUR TEAM OF STRATEGIC PARTNERS & ASSOCIATES ➔

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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