Diversity Strategy & Programming
Agenda

1. Campus Team Vision
2. Conference Opportunities
3. DECA
4. QWCC
5. Questions
The vision of the Qualcomm Campus Team is to execute a strategy aimed at closing the gender and underrepresented minority gap in STEM by inspiring, developing, and encouraging diversity engineering talent in their pursuit of tech careers. Our goal is to make a conscious effort to provide the underrepresented population with an opportunity to succeed at Qualcomm not only through employment opportunities but robust programs as well, in hopes of recruiting and retaining quality engineering talent.
Diversity Strategy

Core Areas of Focus

- Recruitment & Retention
- Engagement & Development
- Organizational Partnerships
Engagement & Development

What are we trying to solve for?

Challenge

- How can we offer support to the underrepresented population in tech at the collegiate level?

Solution

- Create specialized programming aimed at positively impacting diverse engineering talent by way of engagement and development activities such as conferences, mentorship, technical/professional development curriculum, and community building.
Aid in the development of diverse engineering talent so as to positively impact retention in their respective majors

Provide a platform which offers participants a support community or network

Expose students to internal and external influencers in engineering and reinforce the importance of diversity

Enhance the technical and developmental skill-set of the participants

Inspire the underrepresented community to start “opting in” to various opportunities and to pay their experiences forward
Diversity Engineering Campus Alignment Conference

Program Overview

History
- Started in 2012 with a gathering of key diversity faculty at the university level
- In 2013 and beyond we shifted the focus of event to a conference experience for the student population

Target Audience
- Underrepresented minority freshman and sophomore students in Computer Science, Computer Engineering, or Electrical Engineering
DECA 2015 Agenda

**WEEKEND SCHEDULE**

**THURSDAY | 1.29.15**

Travel to San Diego!
Check in to Hotel where a Campus Team member will greet you! HYATT house

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>4:00-7:00 PM</td>
<td>Meet the DECA team in hotel lobby</td>
</tr>
<tr>
<td>7:00-9:00 PM</td>
<td>Dinner &amp; Networking Mixer</td>
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**FRIDAY | 1.30.15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>7:30 AM</td>
<td>Meet in Hotel Lobby</td>
</tr>
<tr>
<td>8:15 AM</td>
<td>Welcome</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>Mock Interviews/1G-4G Presentation</td>
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<tr>
<td>12:45 PM</td>
<td>Lunch &amp; Mentor Activity</td>
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<tr>
<td>2:30 PM</td>
<td>Professional Development Workshop</td>
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<tr>
<td>3:30 PM</td>
<td>Technical Demos</td>
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<tr>
<td>4:45 PM</td>
<td>ImpaQt Overview</td>
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<tr>
<td>5:30 PM</td>
<td>TED Talks</td>
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<tr>
<td>6:30 PM</td>
<td>Dinner... Food Trucks!</td>
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**SATURDAY | 1.31.15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
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<tbody>
<tr>
<td>7:45 AM</td>
<td>Meet in Hotel Lobby</td>
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<tr>
<td>8:30 AM</td>
<td>Pre-Hack Technical Overview</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Q Hacks — Hacking Begins</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Hacking Ends</td>
</tr>
<tr>
<td>3:00PM</td>
<td>Winners Announced/Hotel</td>
</tr>
<tr>
<td>4:00PM</td>
<td>Beach Bonfire... Dress warm!</td>
</tr>
</tbody>
</table>
Mock Interviews

Mentorship

Tech Demos

Fun!
DECA Feedback

Here’s what the participants are saying…

Anyways, despite the whole journey fasco, I’d like to really thank you for the opportunity you’ve given me to attend DECA 2015. The thing I liked most about it is its impeccable timing. Being surrounded by that many talented people from different respectable educational institutions so early this semester and seeing what great potentials they are is extremely motivational. It gives me this drive to just do and be better in the future to make sure that when we’re all in the same work field, I won’t be behind. If it were to be held mid-way or towards the end of the semester, I’d already be too deep in the semester to make changes and the impact won’t be as strong.

The QHacks was a huge eye-opener and hold most significant meaning to me. I’ve always wanted to get hands on with coding hardware, but I’ve always been deterred as it has this very unapproachable impression to it. However, although our project didn’t win in QHacks, I really loved our team’s product (which is a bluetooth controlled mechanical light switcher, which I will recreate once the Arduino I bought last night is delivered in 3 days. This will go along well with the entrepreneurship class that I am currently taking (because I’ve been thinking of creating a start-up project) as I am now closer with being able to realize tech projects that I come up with. Saara was a huge inspiration to me as she told us how she’s an awkward person, but that doesn’t stop her from being awesome. I just built a team of 4 to join the next Hack The Amvil local hackathon being held at Purdue to keep the fire going.

Though it is unfortunate I was not selected to intern this summer, I am extremely grateful for the opportunities given to me during the DECA conference. Through the key note speakers, Qhacks and contacts, my perspective as a student at USC has sincerely changed for the better. Before DECA I did not have confidence as a computer scientist because I was too intimidated to test myself in engineering challenges. However, after being thrown into QHacks (a great experience!) I gained two major things: my team members and confidence.
Qualcomm Women’s Collegiate Conference

Program Overview

History
- Emerged in 2014 as a platform to help close the gender gap in tech

Target Audience
- Female freshman and sophomore students in Computer Science, Computer Engineering, or Electrical Engineering
QWCC 2015 Agenda

**WEEKEND SCHEDULE**

**Thursday | 01.08.15**
- Travel to San Diego!
- Check in to Hotel where a Campus Team member will greet you!
- 4:00-7:00 PM Meet the QWCC team in hotel lobby
- 7:00-9:00 PM Dinner & Networking Mixer

**Friday**
- 8:15 AM Meet in Hotel Lobby
- 9:00 AM Welcome
- 9:30 AM Mock Interviews/1G-4G Presentation
- 12:45 PM Lunch & Mentor Activity
- 2:00 PM Professional Development Workshop
- 3:00 PM Technical Development Workshop
- 4:45 PM Wireless Reach Overview
- 5:30 PM TED Talks
- 6:30 PM Dinner... Food Trucks!

**Saturday | 01.10.15**
- 8:15 AM Meet in Hotel Lobby
- 9:00 AM Qualcomm | Hack for Impact Challenge
- 3:30 PM Meet in Hotel Lobby
- 4:00 PM Beach Bonfire... Dress warm!
Mock Interviews

Mentorship

Tech Demos

Fun!
QWCC Feedback

Here’s what the participants are saying…

My name is Kalila Simpson but you guys may remember me as Kiki. I was one of the many amazing girls who attended the QWCC this year. I just wanted to tell you guys, I mean girls, how awesome the conference was and how much fun I had. After the whole experience I’m more motivated than ever to stay in Computer Science and participate in some hackathons! Thank you so much as well as everyone else who helped put it together!

Wow, what a weekend! QWCC has been by far the most influential conference I’ve ever attended and I wanted to thank you for presenting me with this opportunity. I respect Qualcomm so much for their forward thinking programs that reach out to the next generation of engineers. I learned so much from every presentation and enjoyed the Hack for Impact challenge (my first hack-a-thon) so much. It was amazing to get to know such an ambitious and driven group of young women and I know I will keep up with them going into the future (Kiki from Virginia tech and I are already planning a long-distance collaborative coding project perhaps implementing the vuforia technology they showed us there).
Thank you

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