

THE BOSS™ REPORT

BUSINESS OF STUDENT SUCCESS

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BOSS & College of Engineering



Effective September, 2023, the College of Engineering has teamed up with BOSS™ to help get more underserved communities into the field and the profession. Founded in 2017, the BOSS program focuses on improving STEM outcomes for BIPOC youth.

“Organizations like BOSS will provide the College of Engineering critical access to historically underserved populations by our field and profession,” Dean Jinny Rhee said. “We currently do not have these kinds of connections, and we cannot afford to miss out on this talent pool.”

By working together BOSS and the College of Engineering will have an opportunity to increase their reach and effectiveness. “We envision a college with representation that mirrors the demographics of the communities we serve, and an equitable environment where all students, staff, and faculty can reach their full potential,” said Rhee, about the new partnership.

BOSS will co-locate within the college to allow for further collaboration between the organizations.

The first fruit of the relationship: a Meet & Greet at the Airport Marriott that allowed COE students of color, BOSS junior and senior scholars interested in engineering to network and receive practical academic and career advice from engineers from Amazon, AT&T, Google, Microsoft, Northrup Grumman, SCE and Turner Construction.



BOSS Posse Scholars

Our Class of 2024 is led by [Posse Foundation](#) scholarship winners Dylan Ballard (Orange Lutheran), Marley Barrow (St. John Bosco) and Chandler Young (St. Anthony High). Each scholar was awarded a four-year, full-tuition scholarships from Hobart & William Smith Colleges, Kalamazoo College and Pepperdine University, respectively. In addition, each BOSS scholar will participate in the four-year [Campus Program](#) to ensure their retention and to increase the impact of the program on campus and the [Career Program](#), which connects Posse Scholars and alumni to highly coveted professional development opportunities.



**"The Posse Theory:
Put people together so
they can reinforce one
another, compensate for
each other's weaknesses,
build on each other's
strengths.... It's genius."**

Per the Foundation website, Posse scholars are leaders in their high schools and communities; committed to their education and those who demonstrate academic potential; interested in teamwork and diversity; and positive, motivated, talented, ambitious young people. BOSS Strong!

BOSS Talks

We had an amazing winter of BOSS Talks episodes, including appearances by United Airlines Chief Pilot Brian Jackson, Super Bowl Videographer/Cinematographer Brian Bradley and Big-12 Chief Marketing Officer, Tyrel Kirkham.



JOIN US ON ZOOM

A BOSS™ Talks episode featuring LAX Chief Pilot, CAPT. BRIAN JACKSON

Please join us for a powerful conversation about planning for success, overcoming obstacles, and persistence to achieve success.

Saturday, October 7th, 2020 @ 10 AM

Zoom Link: <https://us06web.zoom.us/j/8292737420>

Capt. Brian Jackson has led the pilots of United Airlines as LAX Chief Pilot since 2020. Since joining United Airlines in 2005, Capt. Jackson has served in multiple roles to include Line Check Pilot, B373 simulator Instructor, Assistant Chief Pilot (Chicago), Flight Operations Duty Manager (FODM), and Sr. Manager, Current / Contingency Emergency Flight Operations at the Network Operations Center (NOC) in Chicago, Illinois. Brian is also a proud member of Phi Beta Sigma Fraternity, Inc. While mentoring and guiding future aerospace professionals, through various community organizations, he continues to hold a strong belief in education. Brian holds a Master's degree in Aviation Management from Lynn University, a Bachelor's degree in Business Management from the University of Central Florida, and currently a doctoral candidate with an emphasis in Strategic Management.



BOSS, Inc. www.bossteds.org info@bossteds.org

In addition to sharing his journey, United's Brian Jackson shared information of United's various workforce/diversity initiatives, including Aviate, United's industry-leading pilot development program which will create opportunities for thousands of students, including women and people of color to pursue a career as a commercial airline pilot; Calibrate, a 36-month program in-house apprenticeship program that will help grow and diversify its pipeline of Aircraft Maintenance Technicians (AMTs).



BOSS Talk featuring Brian Bradley

Saturday, December 23, 2023 @ 10am



Cinematographer & General Head Operator Brian Bradley, shown above shooting a Bounty Super Bowl commercial featuring Philadelphia Eagles WRs AJ Brown and DeVonta Smith and Edin Dzeko, Thomas Hamilton and Dru Jackson, will join us for the final BOSS Talk episode of 2023.

Born and raised in Oakland, CA, Brian graduated from the Academy of Arts University in San Francisco, one of the largest private, accredited art and design schools in the country and earned the American Society of Cinematographers Masters Class certificate. His resume includes 29 short films, 167 corporate projects and 24 music videos. With offices in Los Angeles and Atlanta, Brian has determined what he wants...to win an Oscar...and is determining and paying the price to achieve his goal as we speak. Brian will share how philosophies, principles and strategies aligned with our BOSS Pillars and Good to Great principles are fueling his quest for greatness.

Join Zoom Meeting: <https://us06web.zoom.us/j/86831861582>

In addition to sharing his journey, independent Videographer/Cinematographer Brian Bradley shared his ultimate goal of winning an Oscar. The highlight of Brian's share was the realization that he's relying on the same timeless and universally applicable leadership, life and success principles we're working to instill in our boys. We've added Brian's recommended reading (Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones; Relentless – Unstoppable Tim Grover; Can't Hurt Me by David Goggins) to the BOSS library at the request of a number of the boys in attendance.



BOSS Talk
Featuring
Tyrel Kirkham

Saturday, January 20, 2024 @ 11am



Tyrel Kirkham is Chief Marketing Officer for the Big 12. He oversees the Conference's strategy on brand modernization, cultural marketing, student-athlete and organizational storytelling, as well as business ventures.

Kirkham previously spent two seasons with the NBA's Detroit Pistons as Vice President of Brand & Marketing Strategy where he oversaw influencer and cultural marketing, game presentation, events, social media and merchandising.

Before joining the Pistons, Kirkham spent two years with the Los Angeles Rams as Vice President & GM of Merchandising. Prior to his time with the Rams, he spent six years with the Brooklyn Nets and Barclays Center as Vice President of Global Merchandising. Kirkham also worked with the New York Mets for eight years as a member of their Venue Services department.

A 2005 graduate of State University of New York at Cortland, Kirkham received his bachelor's degree in Sport and Fitness Administration/Management.

Join Zoom Meeting: <https://us06fzcb.zoom.us/j/82315792946>

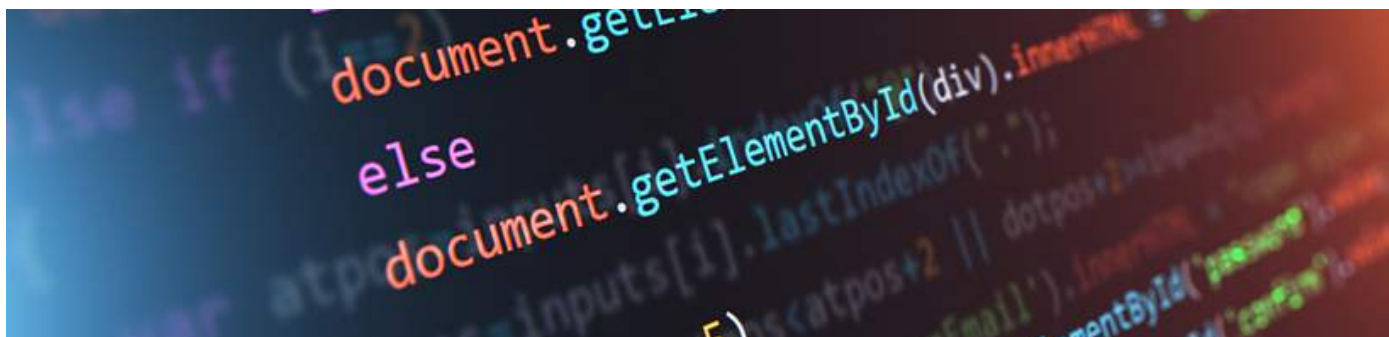
Tyrel Kirkham, husband to the daughter (Adar) of our founder's best friend and mentor Al Wellington, shared his journey from selling watermelon on the streets of New York to his current post leading the marketing effort of the Big-12 conference as Chief Marketing Officer, including his start with the Mets and stops with BOSS sponsor, the Los Angeles Rams, and the Detroit Pistons. Tyrel's success confirmed an overriding BOSS belief: the type of success one becomes will in large part determine the type of career and life success one will enjoy. In Tyrel's case, not letting his circumstances define his future and becoming the well-versed, critical/strategic thinking, dedicated, disciplined, highly efficient and honest person with an easy to get along with personality. The result: Tyrel shared that he's not ever applied for any of his positions. Instead, beyond his early start, he's been called by his ultimate boss of the organization asking him to join the team. BOSS!

Coding & Data Science

Consistent with our goal of preparing BOSS scholars for careers requiring a strong foundation in math, critical thinking, strong analytical, communication and problem-solving skills, and the ability to work collaboratively, and in order to build on our [award-winning coding effort](#), we have formally established BOSS Coding and BOSS Data Science clubs.

Our BOSS Coders are being introduced to core coding concepts and tools. They're using the PlayCanvas platform to create 3D interactive content and explore visual programming with Scratch. They're also getting experience writing Python as well as the Java language syntax. All of our development platforms are web-based tools, so it doesn't matter if boys are a Windows or macOS user. In addition to exposure to software, our boys are diving into hardware concepts, building and testing digital circuits on a web-based simulator and wiring the digital circuit projects on a physical board. Kwesi Davis, General Technical Director at Walt Disney Animation Studios, leads our BOSS Coders.

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Our Data Science boys are learning how to use numbers to tell stories the world needs. They're developing valuable data science skills, including programming, statistics, and critical thinking, enhancing their academic and career prospects. The skills they develop will also protect them from the post-factual world in which we now live and empower them in many aspects of their lives. Ryan Tolan, who teaches *AP Computer Science* and *Applied STEM* leads our Data Science Club.



Career Exposure & Networking

Camp Flog Gnow

A group of BOSS scholars were selected by AEG, the leading presenter of sports and entertainment in the world, to participate in the unique opportunity on Friday, Nov 10 to expose participants to careers in the live entertainment, music, and creative arts industries.



USC Career Fest

Career Fest was a week of events centered on success in every step of student career development journey. The Career Fest took place January 29 – February 2, 2024 and included a variety of events to help students explore and prepare for their careers including panels, discussions, and workshops hosted by departments across campus that covered everything from networking, interviewing, personal branding, navigating recruiting, and more. Our leader, Everet Glenn, led a conversation entitled “[How to Make a Successful Transition from College to the Workforce.](#)”

Cali Vibes

A group of BOSS scholars joined event organizer AEG for a behind the scenes look at live entertainment that included interactive, educational activities, a tour of the Cali Vibes festival grounds, as well as a continental breakfast & lunch. The unique event was designed to expose the scholars to careers in the live entertainment industry, centered around Goldenvoice music festivals and highlighted the [Cali Vibes](#) festival that took place Feb 16-18 and the sustainability practices utilized at the festival.



Black Business Strategies

Our leader participated in the most recent Black Business Strategies cohort, a business education, consulting and technical assistance program geared to help level the playing field for Black-owned businesses disproportionately affected by limited access to capital and systemic obstacles that can stifle their growth and sustainability.



The BBS was started as a collaboration between the LA Regional Small Business Development Center, Long Beach community-leader Darick Simpson and CSULB to address the disparities in access to pandemic-relief funding. The program seeks to provide Black-owned businesses with the resources, tools and education and access to capital to gain equal opportunities for success.

A 3rd Year [City Scholars Fellow](#), our leader seizes every opportunity to build on his nonprofit knowledge with the goal of leading BOSS to becoming an effective nonprofit, one that is mission focused, impact driven, well-balanced, highly efficient and sustainable.

Lakers Black History Month Celebration

A group of BOSS scholars joined Lakers VP Kiesha Nix, Lakers legend AC Green and selected community partners of the Lakers for the teams annual celebration of Black History Month. The festivities included a pre-game reception at The Novo, catered by [Fixin's Soul Food Kitchen](#), and the unique opportunity for BOSS scholar-athlete Jordan Soro to [display of his shooting prowess](#) following the first timeout of the Lakers game against the Oklahoma Thunder.



Service Academy Nomination



Koby Thurmond, a 5-year BOSS scholar, was selected by former Long Beach mayor turned US Congressman Robert Garcia to receive a nomination to the U.S. Service Academies. A senior at Mater Dei, Koby maintains a 3.8 GPA while also participating in varsity lacrosse, the LA County Sherriff's Youth Leadership Program, the National Society of Leadership and Success, Loyola Law School Negotiation Training and the JTBN Summer Legal Institute.

The application process is highly competitive and Koby's accomplishments, aptitude and leadership potential left a lasting impression on the Congressman.

A Word From Our Leader



My goal from the start has been to lead BOSS from survival to success to significance, to build a highly effective nonprofit, i.e., one that is mission focused, impact driven, well-balanced, highly efficient and sustainable. The next step in our sustainability: transitioning from an entirely volunteer effort to one managed by 1099 consultants, to employee status for members of Team BOSS.

With the foundation set, we decided it was time to add depth to the picture. Just as an artist sketches the outlines of their composition, we've invested in comprehensive strategic planning to assess our program impact, workforce needs including identification of critical roles, and evaluated the long-term needs of BOSS. By transitioning from 1099 independent consultants to employer/employee relationships, we're not only strengthening BOSS' foundation, but also setting the stage for a brighter and more impactful future.

Transitioning from 1099 independent contractors to employing individuals can be likened to painting a picture of evolution and growth for a nonprofit organization. Like a painter preparing their canvas, we started with the end in mind and first envisioned the final masterpiece, recognizing the need for stability, commitment, and deeper engagement with team members to achieve our mission more effectively.