

Ok Google,



Search for Success



Lynbrook High School, California
Partnership with Business 2017-2018

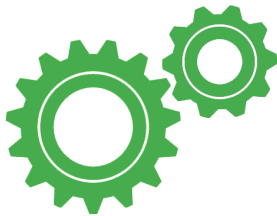
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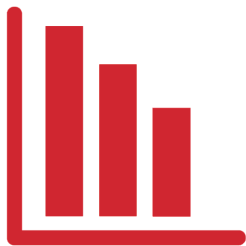
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Search for Success Project
Lynbrook High School
Future Business Leaders of America
Partnership with Business Project
2017-2018

Shannon Heh Chapter Project Chair

Bryan Chiang Chapter Project Vice-Chair

Albert Su Chapter Project Vice-Chair

Nisha Ramanathan Chapter Project Secretary

Larry Peng Chapter Project Public Relations Officer and
Photographer

Eric Chen Chapter Project Treasurer

Report Contributors

Shannon Heh, Bryan Chiang, Albert Su, Nisha Ramanathan,
Eric Chen, Larry Peng

Design by Larry Peng

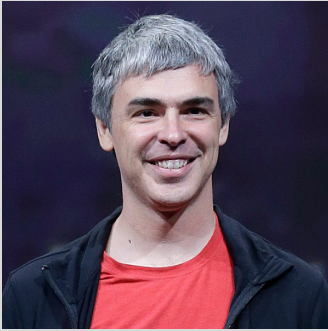
Lynbrook High School California

1280 Johnson Avenue
San Jose, CA 95129
(408) 366-7700

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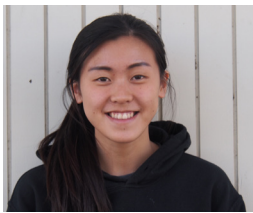
Introduction and Partnership Goals



“My goal is for Google to lead,
not follow.”

Larry Page, Co-founder of Google, CEO of Alphabet

Introduction



Shannon Heh
LHS Chapter
Project
Chair

Google plays an integral part in modern society, and this quote by Google CEO Larry Page perfectly embodies its crucial role. While Google's services and products such as the iconic search engine and Android are present in our daily lives, few people know about Google's "even more," or what the business is achieving to venture beyond this realm of being solely a technological company.

With Google Home, Youtube, Google Play Store, Google for Education, and Research at Google, just to name a few, Google has fostered a mission to necessitate progress in the technological, business, educational spheres, which members of Lynbrook High School's Future Business Leaders of America (FBLA) admire and appreciate. Lynbrook FBLA's partnership with Google was established to educate our community about Google's outreach, advancements, and impact on our world, while inspiring students to support and further this movement. As a result, similar to Google's

role in our lives, this project connected us to progress and innovation.

Partnership Goals

Google has become successful by pioneering innovation and adhering to its mission statement. Our partnership aims to mirror Google's business operations, centered around one vision. Our mission for this partnership was established early in July as following:

To analyze sectors of Google as a thriving business, and raise awareness throughout the community of Google's effect and utility of technology for the advancement of our world, while fostering a mutually beneficial partnership.

Individualized subcommittee goals were defined by the subcommittees to further establish the partnership.

Finance

To develop an understanding of how Google generates revenue and invests their money through research and presentation to the community about Google's past and present partnerships and acquisitions.

Technology

To increase public awareness of how Google is integrating technology into its global initiatives to improve the lives of as many people as possible, and shed light on Google's continuous efforts to encourage technological innovation, invention, and free-thinking.

Marketing

To analyze and educate the public about the evolution and effectiveness of Google's marketing strategies, while simultaneously researching how Google prices and positions its products to its competitors.

Public Policy & Culture

To properly illustrate and share with the community Google's role and interaction with its workforce, media, and consumers from all sides, in accordance with Larry Page's Quote: "Don't be Evil" (2014)

Themes

Project officers came to the conclusion that connecting the project with thematic trends would bring significance and purpose to the partnership by:

1. Focusing not just on breadth of knowledge but also on depth
2. Collaborating between subcommittees to emphasize interdisciplinary learning
3. Keeping close interaction with professionals at Google
4. Having members practice internal research, analysis of operations, public speaking, and outreach skills.
5. Applying knowledge learned to test understanding and share efforts with the community

Planning Activities and Roles

Choosing and Finalizing Partnership

Project Chair Shannon Heh constructed a plan to contact a range of businesses of different sizes and fields early in July 2017. Following the established mission statement and inspired to develop a project that fostered peer-to-peer education, Heh primarily contacted successful businesses that emphasized creative learning and strived to make a difference in our world. After doing online research and building contacts through various conferences and networking events, Shannon Heh settled on businesses Google, Apple, and solar-power companies such as Sunrun and Sunpower.

Headquartered in Cupertino, CA, Apple seemed like a suitable option because of its widely-used technology in our world. However, with limited potential for mutual beneficiality and a lack of suitable resources to research, Heh noted that the partnership was not very feasible. Smaller solar-power companies were other options for the project, but with limited member interest and lack of contacts at these companies, Heh decided that such a partnership would be difficult to engage in.

Finally, Heh regarded Google as an extremely viable option because of its widely known presence and innovative technological advancements that interested members. Because Google appeals to a modern audience, encourages the development of education and creative thinkers, and relies greatly on user input, Heh realized that the partnership would both educate our members and bring useful and cost-efficient data to the company, thus forming a mutually beneficial

relationship.

Seeing this as the perfect opportunity to educate the community and Lynbrook's student body about the impact, outreach, and modernity of Google's technological efforts, Heh proposed the idea of a partnership to Software Engineer at Google, Wei Chen. Mr. Chen was excited about the prospect of working with Lynbrook FBLA students, and the partnership was finalized on August 4, 2017.

Roles of Business Leaders

Having business leaders involved in the process of planning this partnership was crucial because they linked the team to further contacts, generated feedback on the activities and goals, and offered to make presentations and be interviewed. Project Chair Heh and Google Liaison Wei Chen engaged in weekly emails to plan events that would ensure the project's success. In addition, Senior Program Manager Olivia Tam, Innovation Evangelist Cliff Redeker, Brand Marketing Evangelists Gopi Kallayil and Aprajita Jain, Program Manager Haley Schulz, Support Engineer Merry Choi, Chief Scientist Professor Abadi, Site Reliability Engineer Filip Zivkovic, Google Product Manager Amy Wu, Technical Recruiter Shuchi Garg, Miller Middle School (MMS) Teacher Ana Reed, MMS Teacher Keri Emerson, and MMS Assistant Principal Alvin Marquez joined the partnership. To each Google employee, Heh relayed information about partnership goals, activity logistics, and the role of each employee, and asked for employee feedback before solidifying all the initiatives. By communicating pla-

-ns back and forth, the real definition of a partnership was brought out, which helped to provide the membership with seamless and comprehensive events.

Roles of Chapter Project Members

The organization of each subcommittee reporting to the corresponding Project Officer brought structure and leadership to the project.

Project Officers

The Project officer team was determined late in September and consisted of Project Chair Shannon Heh, Co-Vice-Chair Albert Su, Co-Vice-Chair Bryan Chiang, Secretary Nisha Ramanathan, Treasurer Eric Chen, and Public Relations Officer Larry Peng. While Shannon Heh was in charge of planning out the partnership and supervising the events each subcommittee was in charge of, Albert Su and Larry Peng were in charge of project outreach, community events, promotion, and heading the Public Policy Subcommittee. Bryan Chiang was responsible for the management of the Technology subcommittee and helped Shannon Heh to develop an overall schedule for the partnership. Nisha Ramanathan was in charge of the activities that were conducted in the Marketing subcommittee and was highly involved in contacting various Google employees and organizing events. Eric Chen not only supervised the Finance Subcommittee, but was also in charge of taking care of project finances. The significant contributions of each officer were essential in developing a feasible partnership.

Coining a Project Name

The Project Officers commenced a project naming contest and incentivized members through the local chapter's points system. Officers clarified that the name must relate to one of the project's goals of raising awareness about the use of technology, sp-

-ecifically Google's, for the improvement of our world.

After receiving excellent submissions like "Search for Empowerment," members ultimately chose "Ok Google, Search Up Success" because it refers to Google's well-known technology and evoked sentiments of vision and

ambition elements crucial to the success of the project.



Finance Subcommittee

Introduction

The Finance subcommittee, led by Treasurer and Subcommittee Head Eric Chen, was designed to provide FBLA members with an opportunity to learn about how Google makes and spends its money, Google's partnerships and acquisitions, and how finance fits into Google's other departments. The finance subcommittee achieved these goals by holding weekly meetings and splitting the project into three phases: research, development, and presentation.

Finance Goals

To learn about both the financial aspects of Google's industry and Google's partnerships and acquisitions, and compile a report that can be presented and delivered.

Research

Research started off with two Google forms created by Eric that collected information about member's general finance knowledge and knowledge of Google's acquisitions. From these surveys, it was evident that members were not familiar with finance terms and concepts, as well as many of Google's acquisitions. In the first week of subcommittee meetings, members each chose one of Google's acquisitions that they were not familiar with

and were responsible for gathering information about how Google acquired that business, and whether it has or has not benefited from that particular acquisition. In the research process, members were required to find three reliable sources and collaborated on a Google document to increase organization and efficiency. Through this research, members were able to learn about how and why Google invests in other businesses and the importance of spending money to make money.

During an interview with Olivia Tam, a senior program manager at Google, members gained insight on how finance relates with other departments at Google, especially with Google's infrastructure. From this interview, members not only learned about the roles and interactions of finance in Google, but also gained some valuable tips and career experience from a senior employee.

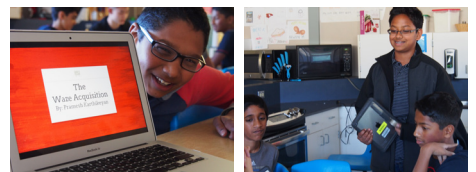
Development

After researching on Google's partnerships and acquisitions, members transferred their researched information to presentation slides to present what they found. The development stage was overseen by weekly check ups during meetings. During this phase, members edited their slides, did peer reviews, and ultimately

practiced their slides. Members were encouraged to add animations, videos, and other creative elements into their presentations to engage the audience.

Presentation

In the last meeting, each member gave a five-minute presentation to the rest of the members in the subcommittee on their research on their assigned acquisition. The final presentations included many user constructed charts, The creation and development of these presentations was an orderly and friendly process that encouraged members to work hard and contribute to the overall project. In addition to the presentations, conclusions were drawn for a Google survey (explained in next page) administered to the community in January and were sent to employees for further examination and feedback.



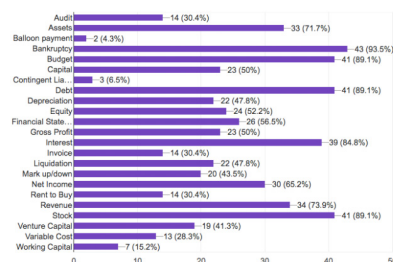
Miller FBLA Finance subcommittee members presenting their research on their Google acquisition to their peers

Survey Results

This survey was distributed to 46 high school and middle school students in our community to gather information on their knowledge of finance concepts and Google finance. Finance subcommittee members then organized this data into charts and wrote detailed conclusions, which were all sent to Ms. Olivia Tam for feedback. In the conclusions, members proposed that Google should create programs and hold workshops for younger students to learn about finance, for, as indicated by the survey, young students lack a proper understanding of finance (even though they spend money almost every day!). Ms. Tam agreed to this idea and brought these results and the proposal back to her team and other finance specialists.

Which of these terms are you familiar with?

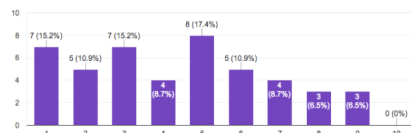
46 responses



Conclusion: Students are more familiar with terms used everyday, such as debt, assets, bankruptcy, budget, capital, stock, and interest. However, more difficult terms such as contingent liability, balloon payment, and working capital are only familiar to a few students.

On a scale of 1 to 10, how familiar are you with finance concepts?

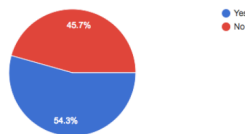
46 responses



Conclusion: On a scale of 1-10, 50% of students rate their knowledge of finance concepts as 1-4.

Do you come in contact with finance related issues every day? (e.g. spending money)

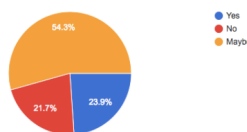
46 responses



Conclusion: Only 54.3% of students, most of which are high-schoolers, encounter finance-related issues each day. As students get older, they become more exposed to finance (through jobs, paying for food/clothes, etc.)

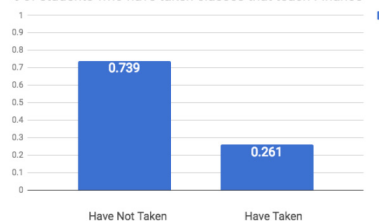
Do you have a general idea of how Google makes and spends their money?

46 responses



Conclusion: 75% of students were unsure of or do not know how Google finance operates. We believe that Google should outreach more to adolescents on Google's finances and financial concepts in general. This can be achieved through workshops, employee presentations, online finance simulations, etc.

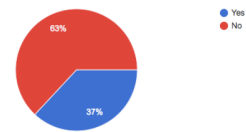
% of students who have taken classes that teach Finance



Conclusion: The majority of sampled students have not taken any classes that teach finance concepts. Almost all the students who have taken classes are high-school-ers, since only high schools offer business courses (but none focused specifically on finance).

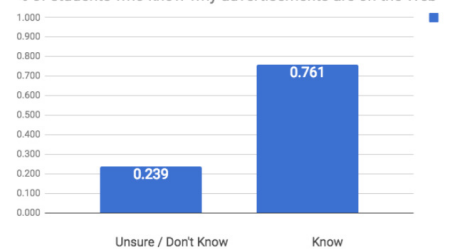
Do you have friends or family members who work in the finance department?

46 responses



Conclusion: 37% of students have friends/family members that work in finance department, which is not a low amount.

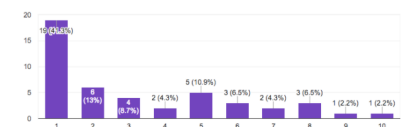
% of students who know why advertisements are on the Web



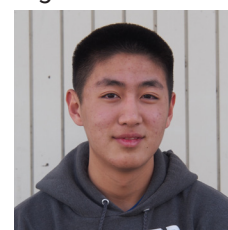
Conclusion: Fortunately, 76.1% students understand why advertisements are on the Web, citing reasons including "to make money" or "to promote Google's products." Yet, we believe the proportion of students who still don't understand the purpose of advertisements should be decreased, for advertisements are essential to many successful businesses in modern society.

On a scale of 1 to 10, how familiar are you with Google Adwords and Google AdSense?

46 responses



Conclusion: 41.3% of students only rate 1 for their familiarity with Google Adwords and AdSense, which is a high amount.



Eric Chen
LHS Chapter Project
Treasurer

Technology Subcommittee

Introduction

The Technology Subcommittee, led and supervised by Bryan Chiang, focused on promoting Google's use of cutting-edge technology for global good and researching the firm's culture of consistent innovation, especially in the emerging field of computer science. Meetings were held weekly to discuss member progress, present findings, and educate members on the three main activities: a user-friendly website, outreach presentations, and researcher interviews.

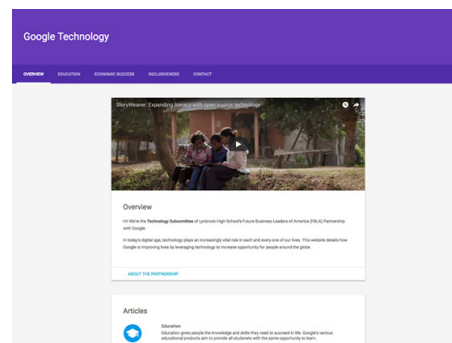
Website Development

To understand exactly how Google is leveraging technology to better lives around the globe, Subcommittee Head Bryan Chiang first divided Google's technological focus into three distinct areas: education, economic success, and inclusiveness.

Subcommittee members conducted in-depth research of Google's technological initiatives within each domain, looking beyond what Google is simply doing on the surface to explore the deeper societal benefits and implications of each project. Initiatives researched include developing artificial intelligence to moderate toxic comments online under the Perspective API, computationally transcribing books for students in underprivileged countries, and automatically matching employers with workers under the Grow with Google Initiative.

Members compiled their preliminary findings into a two-page outline detailing Google's methodology and societal impact of its different projects, and presented their work at weekly meetings to receive feedback from

their peers. In the next step, members of the same area pooled together their findings into a single overarching one-page article, integrating both text and images to neatly capture Google's efforts in their respective area. This enabled subcommittee members to translate their technical findings into a concise and easily readable format that would be able to educate the public on Google's initiatives for public good.



Outreach Presentation

To illuminate Google's culture of constant technological innovation since its original search algorithm outperformed competitors, Subcommittee Head Bryan Chiang assigned group members to look into the most ground-breaking work of each of Google's research groups. Teams covered Google Accelerated Science, Google Brain (Artificial Intelligence), Google Machine Perception, Google Natural Language Understanding, and Google Security, Privacy, and Abuse Research.

Digesting blog posts, news articles, and research papers, subcommittee members chose one specific project from each team to present on. The Subcommittee Head asked members to evaluate Google's work against existing state-of-the-art technologies, e-

-xplore the specific computer science technologies used by Google, and detail its implications for society. This enabled members to discover how Google is always on the forefront of technological advances as a result of focusing its resources and effort on researching topics that might not yield the greatest short term profit but will benefit the company in the long run. Members compiled their research into well-designed slideshows through Google Slides, and presented the Innovation at Google series at local libraries to educate the public on Google's spirit of free-thinking.

Researcher Interview

To gain insight from the inside on how Google continues innovating in today's increasingly competitive market, members interviewed research leaders at Google. For instance, one scientist interviewed was Chief Scientist Martin Abadi, renowned for his work on computer security and privacy research. Through these interviews, members were able to see the cultural practices and environment unique to Google that fosters creative problem-solving and technological development. Comparing responses across multiple researchers, members identified Google's tradition of giving researchers large amounts of freedom, focus on the fundamentals, and strong relationships between junior and senior scientists as the key driving forces of Google's innovation.



Bryan Chiang
LHS Chapter
Project Vice-Chair

Marketing Subcommittee

Introduction

The Marketing Subcommittee Lead is Nisha Ramanathan. The main goals of the marketing subcommittee include: To find out:

1. What are Google's products?
2. How does Google price its products?
3. How does Google position its products from its competitors?

Employee Survey

In order to gain a more comprehensive understanding of members' knowledge of Google, during the month of January, a survey was devised for the purposes of marketing research. Around 100 Individuals from the community filled out the survey; the marketing subcommittee later analyzed the survey responses and found that while many knew of Google as a company and its products, some thought that Google's marketing strategies were not effective. The subcommittee compiled this user-generated feedback into a simple chart that outlines the reasons why surveyers believe Go-

-ogle does and does not have an effective marketing strategy.

This chart was then presented to Google marketing employees, who commended the subcommittee's successful efforts and promised to take this feedback into consideration for future improvements on advertisements.

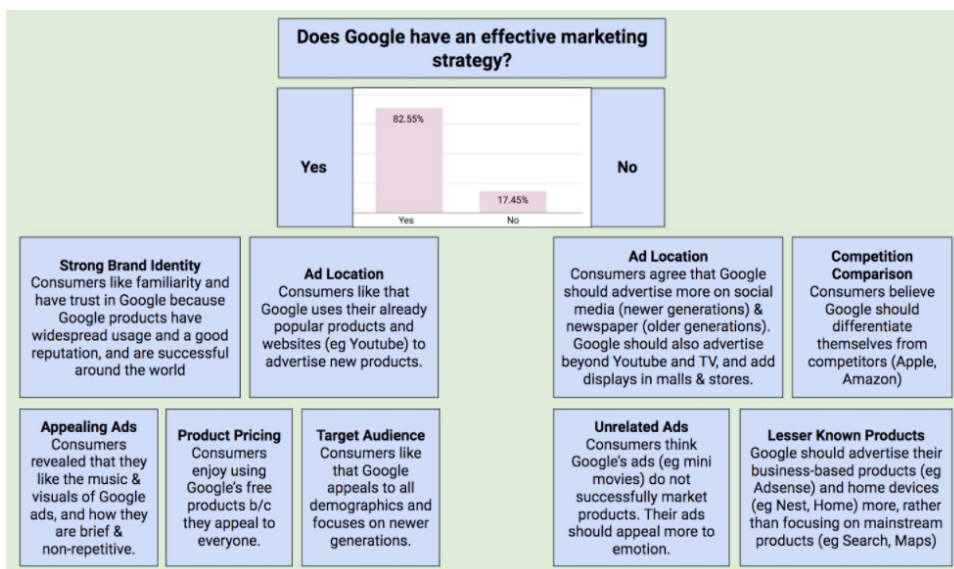
The survey found that while many knew of Google as a company and knew Google's products, some people thought Google's marketing strategies were not effective. All of these discoveries and affirmations proved themselves to be crucial for the subsequent research. With that in mind, the marketing subcommittee members set off to further research on the strengths, weaknesses, opportunities, and threats, or a SWOT analysis, for Google, as this methodical process of researching is well-known in the marketing and consulting fields of business.

In addition, members researched on the various types of Google products. This research included a direct comp-

-arison between Google's product prices and that of its competitors, and the main ways Google differentiates its products from its competitors.

Guest Speaker Event

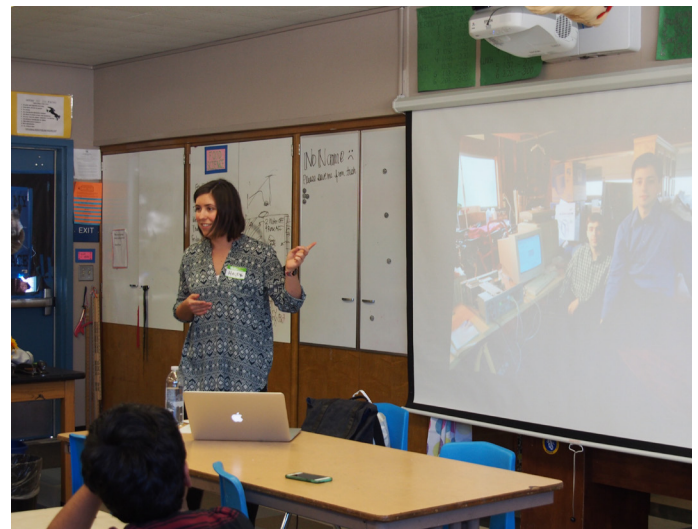
Mr. Cliff Redeker, an Evangelist and Impresario at Google, was a dynamic speaker invited by the marketing subcommittee to speak about Google's core values and marketing techniques, along with Google's culture and topics that made the company committed to supporting California's student achievement. Twenty FBLA members attended this event to hear Mr. Redeker speak about Google's driving innovation. More specifically, he presented initiatives such as Google's simple philosophy of thinking 10x bigger and how Google markets its products online, on social media, and on television. After Mr. Redeker's great presentation, the subcommittee members reflected on how they could apply Google's innovative thinking processes to their own future careers as leaders in business.



Cliff Redeker Speaker Event



Haley Schulz Workshop



Workshop

Beyond the basic skills of communication, public speaking, and teamwork, Lynbrook FBLA members developed unique skills including professional videos production, event planning, and critical thinking. To voice their opinions on a more personal scale, seven groups of two to three individuals submitted video clips that were later judged by Google employees working in the marketing department. For the videos, each group picked one Google product that is not well-known to them, and integrate public speaking, research, and creativity skills to create a short commercial video. Each submission provided a unique perspective on Google's products and

marketing techniques, which viewers were able to learn from as they watched their peers' videos. Mr. Redeker, along with Ms. Haley Schulz and Mr. Gopi Kallayil, who are Chief Evangelist and Brand Marketing Managers at Google, chose one winner, Ashley Wang, a sixth grader at Miller Middle School, for the video competition. In her video, Ashley discussed the various ways in which Google promotes Youtube, benefits financially Youtube, and differentiates Youtube from competitor video services. After receiving additional feedback on their commercial videos from Google marketing employees, members were able to refine their videos and continue practicing their marketing skills.



Individuals from Miller FBLA worked to gain useful skills and information for their future endeavors in both business and other fields. Additionally, Mrs. Haley Schulz, spoke about the many different products Google produces and the reasons why Google positions its products the way it does. This insight into Google was key in the making of promotional videos. Through Schulz's informative presentation, members understood the importance of having a solid advertising strategy around a product or service. By using marketing concepts, members analyzed the crucial role of advertising in Google's success.



"Participating in the Marketing Committee was a great opportunity. I really enjoyed learning about different Google products, and the marketing strategies that the company utilizes against its various competitors. Collaborating to develop workshops and interviews relating to this field of business was a great experience as well. I learned a lot about business strategies, and had a lot of fun in the process!"

(Sanjana Neeli, Marketing Subcommittee Member)



Nisha Ramanathan
LHS Chapter
Project
Secretary

Public Policy Subcommittee

Introduction

Led by Public Policy Subcommittee heads Albert Su and Larry Peng, the public policy subcommittee spearheaded its own advocacy cause named the "Investing in our future" campaign. This campaign fulfilled the mutually-beneficial relationship between Lynbrook FBLA and Google, through the three phases of research, testing, and application, as members explored the intersections between public policy and business for educational purposes. In turn, members advocated and advanced reform through community service, general education, and Google as a whole.

Research

The public policy subcommittee wanted to observe Google's interactions with the workforce, media, and consumers. Recognizing that all analytical campaigns require plans, the subcommittee created a comprehensive strategy in late October. The subcommittee focused primarily to analyze the impact of three particular campaigns championed by Google: to make information universally accessible, to provide community service, and to create a healthy work environment. We provided our observations to high level Google employees along with three policy proposals based off our findings.

To develop these policy proposals, members engaged in a series of discussions as they developed a policy proposal for Google. A three point-plan was developed into a written policy recommendation, after extensive research and observation into Google's current interactions.

Universal Information

Adwords

Throughout the partnership with Google, the officer team strived to provide members the opportunity to learn difficult skills that would benefit them in the real business world. The public policy subcommittee recognized the need for expert opinion on the choice of technologies that the members of the subcommittee should learn. The subcommittee heads consulted Gopi Kallayil, the Chief Evangelist of Brand Marketing at Google for advice. Mr. Kallayil suggested to get certified in Google Adwords, the technology behind Google's revenue.

Google Adwords allows small businesses to advertise on Google's Search and Display Network. Through its pay per click and pay per view models, Google enables the public to drive traffic toward their sites. The 12 public policy subcommittee members that became certified are now competitive in the job market. One of our members has found an internship with SwimOutlet.com as a PPC/SEM Marketing specialist due to their certification in Google Adwords Fundamentals.

To have extremely important information and materials available to even students, Google is truly making any and all information universally accessible. While other venues would charge instructees, Google strives to open all services to anyone. This initiative opens new avenues for those who cannot afford expensive online courses and improves the spread of information worldwide.

Community Service

Resource Area for Teaching

When developing a strategy to analyze Google's contributions to its community, the subcommittee decided to host a community service event to mirror Google's generosity and its effect of public perception. Although we originally planned to use hoba.org, the volunteering service Googlers use, we could not afford the \$25 fee required to volunteer. Therefore, we decided to find another organization to volunteer for. This was when we encountered Resource Area for Teachers, a non-profit founded in California that aims to inspire, engage, and educate children. Volunteers create affordable activity kits using materials typically discarded by businesses.



Together with RAFT, Lynbrook FBLA provided a total of 32 service hours that created 160 driverless car activity kits and 20 biodiversity activity kits and teaching materials for educators in the bay area.





After this service project, we interviewed participants regarding the massive contributions Google has made to its community. We asked all participants to gauge the total number of hours Google has provided its community.

When participants learned that Google altogether provided 50,000 service hours in the past year, Chapter Project members were shocked that Google allowed its employees up to 20 hours of work time across the year to volunteer. In addition, Google has donated over \$50 million to 12,000 nonprofit organizations around the world. Subcommittee members have also given back to their community and experienced preparing the leaders of tomorrow.

From this, we learned that simple and honest generosity can do great good for others. Google's generosity to improve the world and campaign to encourage its employees to volunteer creates a positive impact that will ultimately benefit everyone.

Work Environment

Company Tour

To properly assess the public impact of a healthy work environment, the subcommittee decided to organize a tour for the chapter project. This tour put students from our local Lynbrook High school and Miller Middle School into the shoes of an employee and exposed them to the services Google provides to its workforce on a daily basis.

Because interest for the tour was so high, the subcommittee had to use the lottery system to choose who could attend. In the end, we led a group of twenty middle and high school students through a tour of Google's campus. Tour participants saw that the word "cubicle" has a different definition at Google. Google provides a wide range of complimentary stress relieving services not commonly associated with the workplace.



Final Policy Proposals

Continue opening up new avenues for small companies or individuals to get involved with Google through its pursuit of opening information to everyone

Morning Consult's national poll gave Google a 82% favorability rating due to its involvement with local community, reachability, and its corporate philanthropy. Google has based a heavy majority of their revenue stream on Adwords and AdSense, two tools that allow small businesses to advertise on Google's search engines and display networks. The public policy recommends that Google develops new tools for small businesses to create and track their success.

Expand the GoogleServe initiative, which contributes to their communities through service and employee gift matching, by 35%

Currently, Google employees volunteer at 400 different projects that create impact in the community. This encourages and sends a positive message to the public that Google cares for the community. However, if the contribution is slightly bigger, even more lives would be affected. After doing research on the impact of increased service using cost-benefit analysis, the public policy subcommittee proposes Google to increase the GoogleServe initiative by 35% in order to reach another 70,000 people living in America.

Continue focusing on employee well being over cutting cost

In 2008, Google was willing to allocate roughly 80 million dollars annually to provide its employees with free food. With a growing workforce and more and more services being provided to its employees, one can only wonder how much money Google is currently putting into their employees. Although Google allocates such a large budget to their employees, this work environment has been and can continue to be beneficial to improving employee efficiency and finding new hires. Now, this treatment is almost a standard in all Silicon Valley tech companies. The public policy subcommittee proposes Google continue expanding the free food policy in accordance with the size of the company.



Larry Peng
LHS Chapter
Project
Public Relations
Officer



Albert Su
LHS Chapter
Project
Vice-Chair

Project Impact

Impact on Lynbrook FBLA

Applying Business Concepts

Through the outreach that Lynbrook FBLA has accomplished, the club has established itself as a leader in the community and online. It now plays an active role in promoting community education and involvement in business and has spearheaded the initiative of individuals learning about Google's many services and partners that touch everyone's lives in a positive way.

Lynbrook FBLA has also, through interacting with such a wide array of professionals, been able to create lasting relationships between business leaders and club members. Connections made through these opportunities will provide future success in planning chapter speaker events, workshops, and other forms of business interaction, as well as advancing individual career interests.

Finally, Lynbrook FBLA, through its interactions with Google, has most greatly benefited from the qualities it learned from Google. By partnering with a business that has a global focus, Lynbrook FBLA has learned how individuals work effectively to create a company that transcends simply accumulating profit, or in a club standpoint, simply increasing membership without substance. Google has taught Lynbrook FBLA that each activity, process, and idea it implements is in accordance with its vision, which is to educate and affect change on a larger, societal level. The innovative techniques and ideas it uses for marketing and product design are concepts that Lynbrook FBLA members have yet to adapt and apply to future chapter activities, promotion, competitive succe-

-ss, and more. Lynbrook FBLA has created recognition for the organization, increasing potential membership, and strengthening FBLA as a whole, through the Partnership with Businesses committee's efforts in presenting to students across the educational spectrum and reaching out to different individuals and organizations.

Impact on Google

Each subcommittee contributed to the mutually beneficial relationship in a different way. Google benefited from the original mission to educate people about the variety of its consumer base as members analyzed the different facets of its business.

The Finance subcommittee, through its public survey on the local students' knowledge of Google Finance, provided feedback to Google on its need to educate the youth about finance. The overall conclusion from the survey data was that few students had taken classes that taught finance and thus lacked thorough knowledge on financial concepts and Google's financial strategies, which the Finance subcommittee strived to change through a proposal to Google Finance specialist Olivia Tam about local Google-hosted student workshops and events on Google's applications of finance, as well as subcommittee research on Google's acquisitions.

The Marketing subcommittee, also through its public survey on the community's opinion of Google's marketing strategy, generated feedback to Google on the ways in which Google can improve its product marketing. Google learned the effectiveness of their marketing strategies through the marketing subcommittee's employee

survey. One interesting thing to note is that Google has changed its AdWords policy in December of 2017 and now requires a 5% CTR to keep an account valid. Brand Marketing Evangelists from Google commended the Marketing subcommittee for its success in compiling useful feedback for the Google Marketing team from the local community and efforts in striving to improve Google's advertisements.

The Technology subcommittee, through its creation of a public website (googletechnology.github.io), channeled the same innovative marketing ideas representative of Google itself. The website containing student-written reports on Google's technological efforts provides an education for anyone to learn about Google's application of its technology in education and diversity initiatives.

The Public Policy subcommittee, through its certification of members on adwords, increased community awareness and usage of Google Adwords for students and their future careers. Furthermore, the subcommittee channeled Google's initiatives in volunteering by requesting a community service project from Google and getting the community involved in the project.

Through the success and diversity of each subcommittee's outreach, Google will now be able to construct a solid and multi-faceted marketing plan for the future that incorporates all aspects of business. The tools of outreach Lynbrook FBLA has created to expand its consumer base serve as models for Google to adopt as its own.

Impact on Community

Each subcommittee provided a different form of community education and stressed the importance of all aspects of Google, including its philanthropic and service efforts, technological, marketing, and financial success. The local presentations, community projects, guest speaker events, and member res-

earch emphasized the new use of Google's services and initiatives as tools for education, work, and volunteering, both in the community and across the world. Most importantly, members of the community gained a closer insight into the factors that shape Google's success, from its original mission to its operations today, th-

ough public events that encouraged interaction with Google employees.

A detailed compilation of the specific skills developed and concepts learned by our members and the community is featured in the next section.

Skills Developed

Technical Writing

The Search for Success project allowed members to develop technical writing skills. Ranging from the technological website report and public policy recommendation, to the captions for financial presentations, each subcommittee provided a medium for members to practice and receive feedback on technical writing in a wide array of business concepts.

Event Planning

Many activities throughout the project required involvement in logistical planning beyond the officer team. Many subcommittees had their own event coordinator positions, where members could choose to take on leadership roles within their own subcommittees to plan events, while others delegated responsibilities to members informally. Events that had non-officer coordinators included the RAFT service project, Google Business Tour, and the Cliff Redeker speaker event

Public Relations

Through the project, members developed the ability to market FBLA and Google beyond the student body and to understand the necessity of garnering feedback while field testing, so that the information could be taken back to the development team to improve the deliverable.



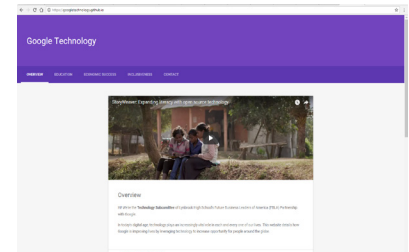
Subcommittee Members Tour Google



Technology Subcommittee Researching



Chapter Project Presentation to Miller FBLA



Integrating Technology

As technology becomes more integrated within society, separating the world of business and technology is becoming increasingly difficult. As a result of this trend, members learned to incorporate technology in the development of their deliverables, whether it was through the development of the technology website or the creation of commercial videos with video-editing software.

Critical Thinking

Through the compilation of survey results for the marketing and finance subcommittees, members developed critical thinking and analysis skills, as they had to evaluate and make judgments about the data for Google's improvement. This task encouraged members to think outside the box and expand their thinking to a level where synthesis and application take higher priority over basic knowledge.

Involvement and Publicity

Hours Spent

The success of the project could not have been possible without the involvement of project officers, chapter members, and business professionals. Through its various activities, each subcommittee required engaging members who went above and beyond the original goals of the project. A total of 84 members and approximately 1148 hours over a span of seven months were devoted to the project.

Personal Contact

The project officers held many different forms of communications to those involved in the project. Facilitated in a professional manner, weekly newsletters were sent out through email to subcommittee members for reminders and updates on the project. At Lynbrook FBLA's weekly member meetings, project officers presented about their subcommittee progress to the entire membership. Other platforms, including Facebook groups, Google groups, and Slack were utilized to communicate among members. For more important aspects of the project, meetings were held weekly as well, both in-person and via video chat. Interaction with professionals was facilitated in the same manner.

Executives Contacted

Many executives contributed to the success of the project. Each subcommittee interacted with specialists in their respective field through in-person meetings, video calls, and email, and the scope of the project reflects the diversity of professionals involved. Overall, 13 executives played a key role in the project.

Online Outreach

The project achieved outreach through numerous forms of online communication. The Technology subcommittee created a website, with different pages for the subcommittee's research and activities that allowed instant updates on progress. The project also featured announcements on the Lynbrook FBLA page, where general members could find ways to get involved even if they were not already in the committee. Finally, the project was further publicized on various social networks, such as Lynbrook FBLA's Facebook and Instagram page, in addition to members' own social media profiles.



Community Outreach

Community-wide publicity was achieved through events and activities involving community organizations, including member presentations at local libraries and volunteering at the RAFT organization, and social networking campaigns that were held for the entire student body of over 1,800 students; numerous announcements were posted on Lynbrook FBLA's so-

-cial media profiles that attracted the attention of FBLA members throughout the Bay Area and beyond. The project's activities targeted students of the entire educational spectrum. For the first time in the history of Lynbrook FBLA's Chapter Projects, the project was extended to Lynbrook FBLA's middle-level chapter at Miller Middle School. This allowed middle-schoolers interested in business to fulfill research and participate in speaker events and tours alongside Lynbrook FBLA students at the weekly subcommittee meetings. A total of 36 Miller FBLA members were involved in the project. Thus, the scope of the project's publicity was present not only in the numbers, but also in the diversity of individuals engaged.



Letters of Recognition

Additional recognition was provided by marketing and technology consultants, as well as school administrators. After contacting over 20 community leaders through phone calls, letters, and email communications, 12 executives extolled the project's extensive efforts and success in laying the foundation for further community outreach, establishing a mutually-beneficial partnership, and utilizing resources to fulfill comprehensive research and facilitate activities. Overall, experts acknowledged that the project exceeded the goals originally established for the project.

Beyond

Future Actions

Business leaders at Google played an integral role in the implementation of this project. In early August, Project Chair Shannon Heh contacted 9 Google employees specializing in Marketing, Technology, Public Policy and Finance in order to create a plan of activities for the year. After initial teleconferencing sessions, each employee decided to lead a specific subcommittee. In the future, the officer team would have contacted additional employees for their views of the company.

Finance analyst Olivia Tam worked with Finance subcommittee head Eric Chen to look for documents concerning Google's investments and budgets. Ms. Tam held frequent video conferences with the subcommittee to help teach students about the importance of corporate finance and track student progress. Chapter members were able to ask Ms. Tam questions and garner feedback for their reports. Ms. Tam has additionally promised to secure additional financial statements from Google relating to the revenue streams of AdSense and will teach the finance subcommittee members how to draw conclusions from these financial statements. In the near future, the officer team will collaborate with Google to organize seminars for young students on the importance of personal finance.

Dr. Martin Abadi, the principal engineer at Google and a pioneer in the field of Machine Learning was in charge of the Technology subcommittee and worked alongside subcommittee head Bryan Chiang. Members of this subcommittee were incredibly receptive in learning about Google's technology,

and listened to presentations from Dr. Abadi about the many innovations Google has created. In addition, Dr. Abadi guided students through the process of making a website for the partnership with Google and gave them feedback on where to improve. During this process, Dr. Abadi realized that he needed a simple way of explaining Machine Learning, and he strived to adapt his seminars accordingly. Dr. Abadi will continue working with the subcommittee; he will be giving a series of seminars on the topic of Machine Learning in partnership with Lynbrook FBLA. In the future, the officer team will also create dynamic content on their website and contact more Google Researchers for the enlightenment of additional topics.

The Public Policy subcommittee was led by Albert Su and Larry Peng, who managed Google's culture and public relations. Cliff Redeker is the Culture and Innovation Evangelist at Google who frequently delivers keynotes to C-suite executives and policymakers. Members even got to take part in a "scavenger hunt" at the Google tour in which they were able to find and write about all the unique elements that they had learned about. This was led by Merry Choi, an experienced software engineer working on Google Search algorithms. The public policy subcommittee members are planning an additional speaker event with Cliff Redeker in late April on the topic of Google in the Community. Mr. Redeker has promised to continue meetings with the subcommittee to discuss Google's various benefits to the community. In the future, the officer team will reach out to additional employees in order to host a Google Business Tour for more people and propo-

-se more public policy recommendations for Google.

Furthermore, the Marketing Subcommittee was headed by Haley Schulz, an executive manager at Google's brand marketing. Schulz showed members what it means to make an effective advertisement. Every subcommittee member created a video about Google's marketing strategy which included comparisons with its competitors. These videos were shown to executive managers at Google and feedback on ways to improve the accuracy and conciseness of the message was well received by the members of the marketing subcommittee. The Marketing Subcommittee is currently in the process of planning another business tour at Google focused on the Marketing Department. Additionally, with the experience of making videos, members felt they were more equipped to understand the power of making recommendations for a business. In the future, the marketing subcommittee is hoping to submit their educational videos to more people, including politicians and senior Google Executives.

Lynbrook FBLA took great pride in implementing this project with likely the biggest tech company in the world. Members left with not only newly gained experiences and knowledge, but also a passion for student driven-progress that will benefit them in their future studies and careers as business leaders. In the end, the shared experiences that members had with Google allowed them to pave their own unique way to success.