

# Campaign Creation

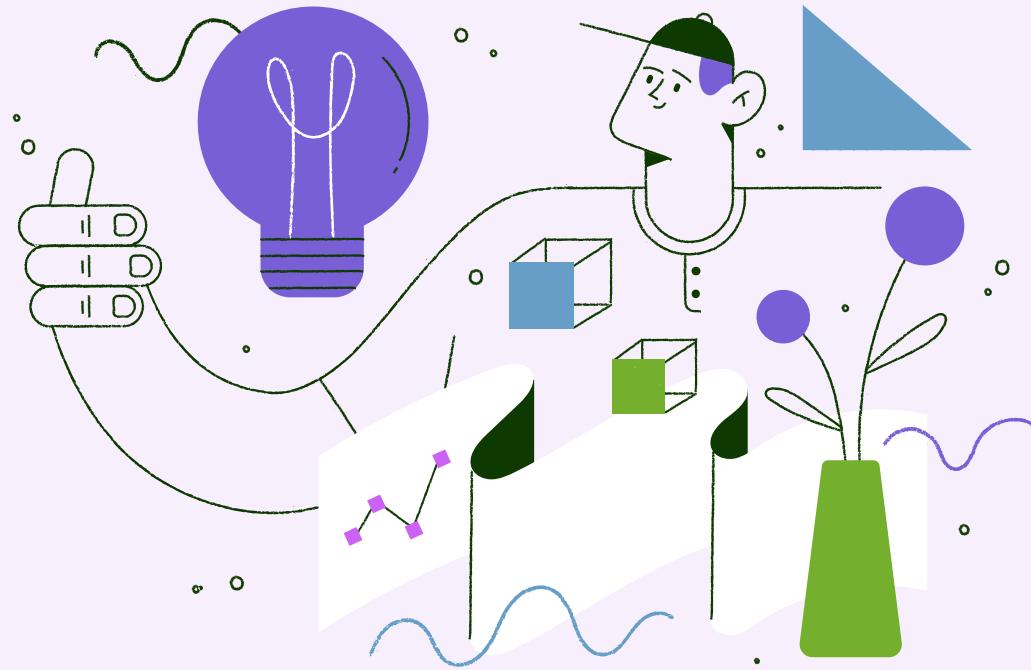
Krishh Salvi, Conor Duffy, and Justin  
Neblett

# Innovator: Ralph A. Clark

- President and CEO of ShotSpotter
- Works closely in law enforcement amplification
- Challenge
  - Use his creation to eliminate racism in policing
    - Describes the feeling as “painful”
  - Underrepresented in technology because he is an African American.

# **Goal of our Campaign**

To educate Ralph A. Clark's benefits  
in computing using Social Media



# Design Process





## Protecting Society With Ralph A. Clark



### About Clark

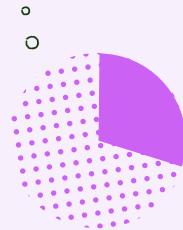


Ralph A. Clark is an African American innovator who is the President and CEO of his company, ShotSpotter Inc. Clark developed a technology that is a "leader in gunshot detection, location, and forensic analysis" (Jordan). Clark also acquired HunchLab technology, which will help law enforcement predict where crimes are most likely to happen. (Jordan) His company helps guide law enforcement in making crucial decisions relating to crime.

Ralph is the CEO of Guardian Edge: A engineering leading supplier of comprehensive fire, security, and maintenance. This company specializes in Close Protection, Alarm Response, GPS maintenance, and other close related aspects of innovation that needs protection. He also serves as the vice president of finance for Adaptec: a company engineering diverse material handling and automation solutions with lifecycle service support. They specialize in manufacturing, distribution, and warehousing companies with a goal to create truly tailored solutions for our customers. These should be highlighted as he specializes in a multitude of areas that affect our normal life and will be significantly altered if these contributions aren't in action.

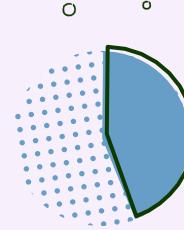
- [About](#)
- [Our Team](#)
- [Deliverables](#)

# Design Process



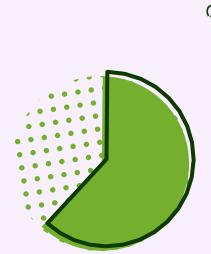
## Step 3

Survey  
Creation



## Step 4

Survey  
Dissemination



## Step 5

Website  
Creation

# What Changed and Why?

## What Changed?

- Survey Creation

First Post Satisfaction	
1	9
2	12
3	14
4	7
5	6

Second Post Satisfaction	
1	3
2	10
3	12
4	11
5	11

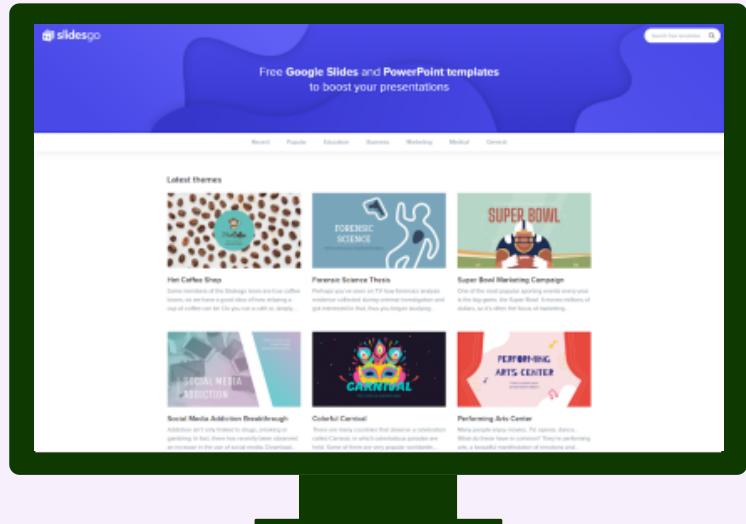
Third Post Satisfaction	
1	3
2	4
3	13
4	10

## Why?

All Responses were unique, making it difficult to record

# Key Takeaways

- Anyone can contribute to computing regardless of Intersectionality
- Feedback enhances the production of a work
- The process of creation requires time and teamwork





## Works Cited

- Jordan, A., Burt, S., Jackson, S., Milner, I., Sands, D., Ngo, S., & Editors, B. E. (2023, June 20). *List of the most influential blacks in technology*. Black Enterprise -. <https://www.blackenterprise.com/list-of-the-most-influential-blacks-in-technology/>
- Lynn, S. (n.d.). ABC News. <https://abcnews.go.com/Business/black-ceo-business-police-talks-blm-protests-defunding/story?id=71459983>