Silicon Valley Student Summer Camp

The Humanities, Entrepreneurship, And Technology (HEAT) Institute is an academic and professional development institute based in Silicon Valley. The HEAT summer program offers diverse educational tracks to exercise participants’ critical thinking skills and impart unique, hands-on learning experiences to students of all backgrounds.

Students will have the opportunity to study directly with Stanford faculty and industry professionals, learn about key relationships between the humanities and technology, and build creative real-world solutions, whether it’s using the latest software and hardware tools, such as Big Data, Google Glass, and Oculus Rift, or engaging with youth leaders in San Francisco.

Our student summer camp courses are taught in collaboration with the QSci Lab at the Center for the Study of Language and Information (CSLI) at Stanford University and with technology companies located throughout Silicon Valley.

To learn more, please visit http://lingo.stanford.edu/heat/apply or contact heatinstitute@alumni.stanford.edu
Students in the **Humanities Program** immerse themselves in a free-thinking academic environment with small groups of peers, guided by university faculty from leading institutions. Participants in our seminars actively investigate topics ranging from politics and history, to poetry and film, while learning to think logically and communicate persuasively. Interdisciplinary group projects make use of cutting-edge technology to empower our humanities students to be both thinkers and doers in the 21st century.

### 2014 Course Offerings*

- **Great Ideas in Western Political Thought** with Dr. Ruth Starkman, Program in Writing & Rhetoric, and with Dr. Russell Berman, Comparative Literature, Director of German Studies, 2011 President of the Modern Language Association (MLA).

- **American Dreams: Social Movements in the 20th Century** with Dr. Hilton Obenzinger, American Studies, Program in Writing & Rhetoric.

- **Alpine Archaeology** with Dr. Patrick Hunt, CSLI, Continuing Studies. Scholarships are available for the Swiss Alps National Geographic Learning expedition.

- **Justice, Law, the State, the Economy & the Kitchen Sink** with Dr. Mark Mancall, Emeritus, Modern World History.

- **The American Film: A Short History of The American Cinema** with visiting Professor Edward Bell. Classic film screenings will be held at the historic Stanford Theatre.

- **Creativity & Design** with Kevin Hsu, Urban Studies & Skyship Educational Design.

*Availability varies based on session timing. Additional course details will be posted online.*
Creativity & Design Program Overview

Stretch Your Creativity


Budding innovators in the Creativity & Design Program practice thinking outside the box, as engage in a range of experiences both inside and outside the classroom.

Think Like a Designer

By engaging in “design thinking”, participants will strengthen their empathy and connection to human communities, while learning to brainstorm and prototype new ideas.

Students stretch their creative muscles and cooperate with other students from diverse backgrounds, gaining new perspectives on how to envision products and services that can meet the needs of a growing planet.
Entrepreneurship Program Overview

The History of Stanford & Silicon Valley

Students will learn about the history of Silicon Valley, starting from where it all began with Stanford Provost Fred Terman and his students, Bill Hewlett and Dave Packard. A hands-on tour at Intel HQ and the Computer History Museum will convey just how far we have come since Douglas Engelbart’s acclaimed “Mother of All Demos.” Students will also visit the grounds of the historical home of the late Steve Jobs and the Huang Engineering Center, which houses the original Google server.

Learn from Entrepreneurs

Entefy co-founders Alston and Brienne Ghafourifar, two of the youngest entrepreneurs to raise over $1 million in startup capital (18 and 17 years old at time of initial funding), will share their experience of building a startup company, penetrating and disrupting the market, raising funding, and balancing a work-study lifestyle in high school and in college. Students will write business plans, either as individuals or in teams, drawing from these and other startup history lessons, including the rise of Google and Facebook.

Launch Your Own Company

Should I form a corporation or LLC? Do I need to file a trademark, patent, or copyright? Each student will learn how to answer these questions by actually walking through the key motions of starting his or her own business. Alex Naegele, a professional Silicon Valley corporate tax attorney, will teach critical business law concepts all young entrepreneurs should know by the time they enter college.

The entrepreneurship program concludes with a competition that awards seed funding to the most outstanding business plans. Students serious about executing their business ideas can then incorporate and open a business account and VISA card with the Stanford Federal Credit Union through the HEAT Institute.
Technology Program Overview

Introduction to Data Science & Big Data

Data Science is an accessible, engaging, and interdisciplinary field that helps students of humanities and science backgrounds harness the potential of today’s widely available software engineering tools. Traditional computer science pedagogy has begun to realize the growing need to understand and integrate data from multiple domains. HEAT Institute founder and Stitcher software engineer Henry Liao distills the most essential concepts of data science and engineering into a practical course aimed towards solving complex humanities, business, legal, policy, and science problems at scale for the knowledge economy.

“Harvard Business Review calls data science ‘the sexiest job in the 21st century,’ and by most accounts this hot new field promises to revolutionize industries from business to government, health care to academia.” – New York Times, April 2013

Technology Company Field Trip

Students will embark on a field trip to one or more of the following technology companies: ContextU, Entefy, Facebook, Google, Intel, LinkedIn, MaiCoin (Bitcoin), Twitter, Yelp, and Stitcher. A founder or employee will guest lecture, field questions from students, and provide job interview advice. Past guest speakers include Pam Costa from Apple/Facebook data analytics, Jeffrey Spehar from Facebook engineering, Andrew Leverentz from Google engineering, Kern Peng from Intel engineering, Jun Rao and Evion Kim from LinkedIn engineering, Danny Yang from MaiCoin engineering, and Ben Parham from Stitcher.

Build the Next Facebook

Step into the shoes of Mark Zuckerberg as he first started building Facebook from his dorm room. We will first use the same software tools he started with – PHP-MySQL – to build an interactive web app that leverages substantial amounts of data. Through a hands-on exploration of both the potential and limitations of these tools, students will instinctively understand the motivations for open source software development, cloud hosting like Amazon Web Services, and for Big Data solutions like Google's MapReduce. Students will be able to test-drive their software creations on Google Glass or Oculus Rift and compete for a chance to win either device at the closing Hackathon. Students walk away with enough engineering savvy to learn on their own and to pursue one of more than 4.4 million Big Data jobs to emerge by 2015.
Summer Schedule and Tuition

Weekly Sessions begin June 28 and end August 30. Please visit our website for more information.

Overnight Camper Tuition: $2500/week. Day Camper Tuition: $1200/week. Tuition includes classes, housing, meals - including special events with faculty, and field trips.

Limited merit-based scholarships are available.

Upon program completion, participants have access to the HEAT alumni network for future networking, internship, and job opportunities. Outstanding students from the 2013 HEAT program will be present for their 2014 summer paid engineering internships at HEAT/Stanford CSLI and are available for Q&A.

Website: [http://lingo.stanford.edu/heat/](http://lingo.stanford.edu/heat/)

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