

# DATA 4 GOOD

CASE COMPETITION

\$40,000 PRIZE



Sponsored by:



prediction  
Guard



<https://business.purdue.edu/events/data4good/>





Submit Quiz here to earn points!



[bit.ly/data4goodkickoff](https://bit.ly/data4goodkickoff)

# Welcome!

## Step 1: Bookmark this page

<https://bit.ly/2024data4good>

- All the information you need about the competition is located here!
- You can post any questions you may have in the chat. Our team members will be watching to address those.
- To earn points for today's kickoff session **submit your answers by October 4<sup>th</sup>**



Mitchell E. Daniels, Jr.  
School of Business



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# Agenda

- **Matthew (25 minutes)** - Welcome; Competition Design/Key Dates; Microsoft Resources; Thank Sponsors/Partners
- **Taher Jamshidi (5 minutes)** - About PrimeAI
- **Chantel Dooley (30 minutes)** - About TAPS and importance of case to them and those they serve
- **Dan Whitenack (60 minutes)** - About Prediction Guard; Understanding the data in this competition and the power of LLMs (hands-on)

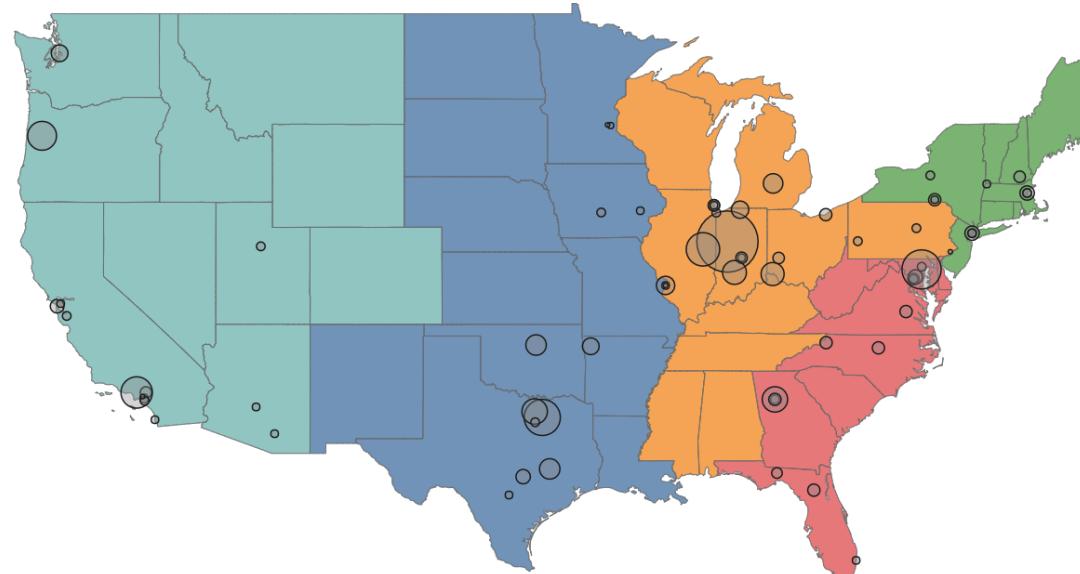


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<https://bit.ly/2024data4good>



# 2023 Competition - 693 students passed the AZ-900. 95% pass rate!



## Choose Participants or AZ-900

- No of participants
- No of participants passing AZ-900

## Choose Regional Champs

- Graduate Champs
- UnderGraduate Champs
- All Champs
- None

- Region 1: CT, MA, ME, NH, NJ, NY, RI, VT
- Region 2: AL, IL, IN, KY, MI, MS, OH, PA, TN, WI
- Region 3: DC, DE, FL, GA, MD, NC, SC, VA, WV
- Region 4: AR, IA, KS, LA, MN, MO, ND, NE, NM, OK, SD, TX
- Region 5: AK, AZ, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY

Data4Good Case Competition	Student Participation Summary		
	Undergraduates	Graduates	Total
Team Count	72	218	290
Individual Participants	243	788	1031
Microsoft AZ-900 Exam Summary			
Status Count	Fail	Pass	Total
	38	693	731



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## 2023 Competition - Student perceptions of the Data4Good experience

**78%**

considered themselves to be moderately to very knowledgeable of AI after this competition

**100%**

considered themselves to be knowledgeable of Microsoft Azure

**73%**

believed this competition helped fill a knowledge, skill, or ability gap that they could showcase to employers

**89%**

believed this competition was worth the time and money invested

**90%**

would recommend students to participate in the competition next year!



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## 2023 Competition Winners!

### DATA 4 GOOD

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### Undergraduate

1<sup>st</sup> Place: Brigham Young University

2<sup>nd</sup> Place: University of Texas at Austin

3<sup>rd</sup> Place: William College

4<sup>th</sup> Place: Purdue University

5<sup>th</sup> Place: Cleveland State University



### Graduate

1<sup>st</sup> Place: DePaul University

2<sup>nd</sup> Place: SUNY Binghamton

3<sup>rd</sup> Place: Emory University

4<sup>th</sup> Place: University of Washington

5<sup>th</sup> Place: University of Texas at Dallas



<https://business.purdue.edu/events/data4good/2023-competition.php>

<https://bit.ly/2024data4good>



**DATA 4 GOOD**

CASE COMPETITION

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[bit.ly/2024data4good](https://bit.ly/2024data4good)

# Welcome!

## Step 1: Bookmark this page

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- We will walk through the competition website now.
- You can post any questions you may have in the chat. Our team members will be watching to address those.



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# Purdue's Masters Programs – MS BAIM

## MS Business Analytics & Information Management (BAIM)

- 6th ranked Business Analytics program in the U.S.
- \$110,000 average starting salary
- At least 99% placement within 6 months of graduation the past 3 years
- 12 Month August-August Program
- 2023 UPS George. D Smith Prize Winners
- Opportunities
  - AWS Cloud Practitioner Certification
  - Tableau Desktop Certification
  - INFORMS Business Analytics Conference
  - 100% INFORMS aCAP Certified upon Graduation

*"The Daniels School gives you an opportunity to learn from students of varied cultures and professional backgrounds. Given the high quality of students the university attracts, you learn not just during class but outside of it too – in your assignments and interactions with your peers. You are not only learning from the best but also with the best!"*

**Bidrupa Sinha**  
**MSBAIM '22**



<https://business.purdue.edu/masters/business-analytics-and-information-management/home.php>

# Purdue's Masters Programs – MS GSCM

## MS Global Supply Chain Management

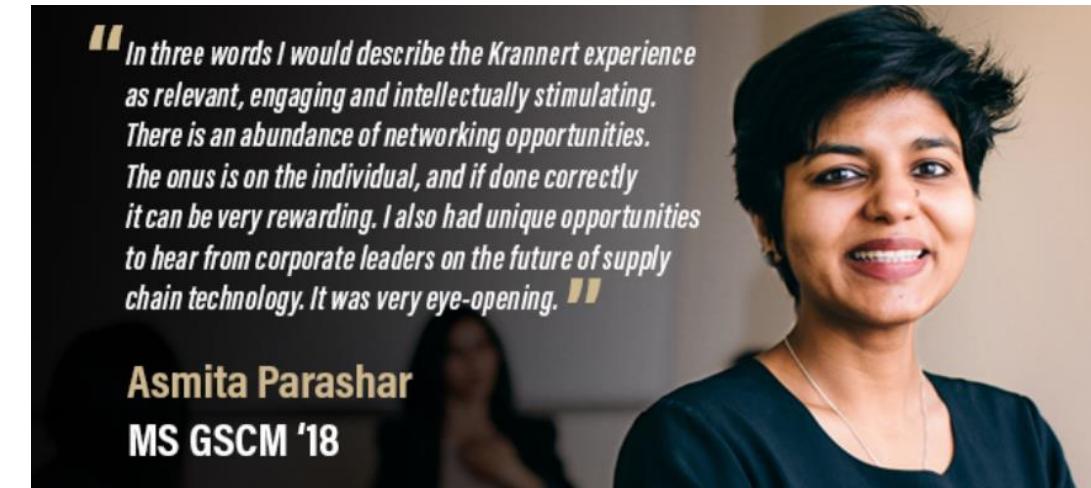
- #3 in Production/Operation Management by U.S. News & World Report
- \$96,605 average starting salary
- At least 87% placement within 6 months of graduation
- 12- and 18-Month Program Options

## Opportunities

- STEM-designated
- Co-op and internship tracks
- CSCMP Supply Chain Conference
- Waive up to 10 credits with MITx Micromasters credential

**“***In three words I would describe the Krannert experience as relevant, engaging and intellectually stimulating. There is an abundance of networking opportunities. The onus is on the individual, and if done correctly it can be very rewarding. I also had unique opportunities to hear from corporate leaders on the future of supply chain technology. It was very eye-opening.* **”**

**Asmita Parashar**  
**MS GSCM '18**



<https://business.purdue.edu/masters/global-supply-chain-management/home.php>

# Purdue's Masters Programs – Marketing

## MS Marketing

- 6th ranked Marketing program in the U.S.
- \$72,000 average starting salary
- At least 85% placement within 6 months of graduation the past 3 years
- 12 Month and 18 Month Program options
- Opportunities
  - AWS Cloud Practitioner Certification
  - Tableau Desktop Certification
  - Salesforce training and campus visit (NY)
  - Many alumni connections in the Industry



<https://business.purdue.edu/masters/ms-marketing/home.php>

# KRENICKI CENTER

## FOR BUSINESS ANALYTICS & MACHINE LEARNING

### ENGAGE

Creates an ecosystem where our industry partners, faculty, and students mutually benefit. Our industry friendly engagement models facilitate collaboration and excellence at scale

### EXECUTE

Collaborating with faculty, students and corporate partners, the Krenicki Center for Business Analytics & Machine Learning enhances research and dissemination of **state-of-the-art analytical techniques** and **information technologies** to utilize the vast amounts of data available today in order to deliver **actionable insights** into **business decision making**.

### EXCEL

We subscribe to Purdue's long held philosophy of "excellence at scale," the idea that to have true impact on the world, you need to reach enough people to enact it. **Our industry partners** benefit from high-value solutions delivered by our faculty-led interdisciplinary student teams and by developing a talent pipeline for their future.

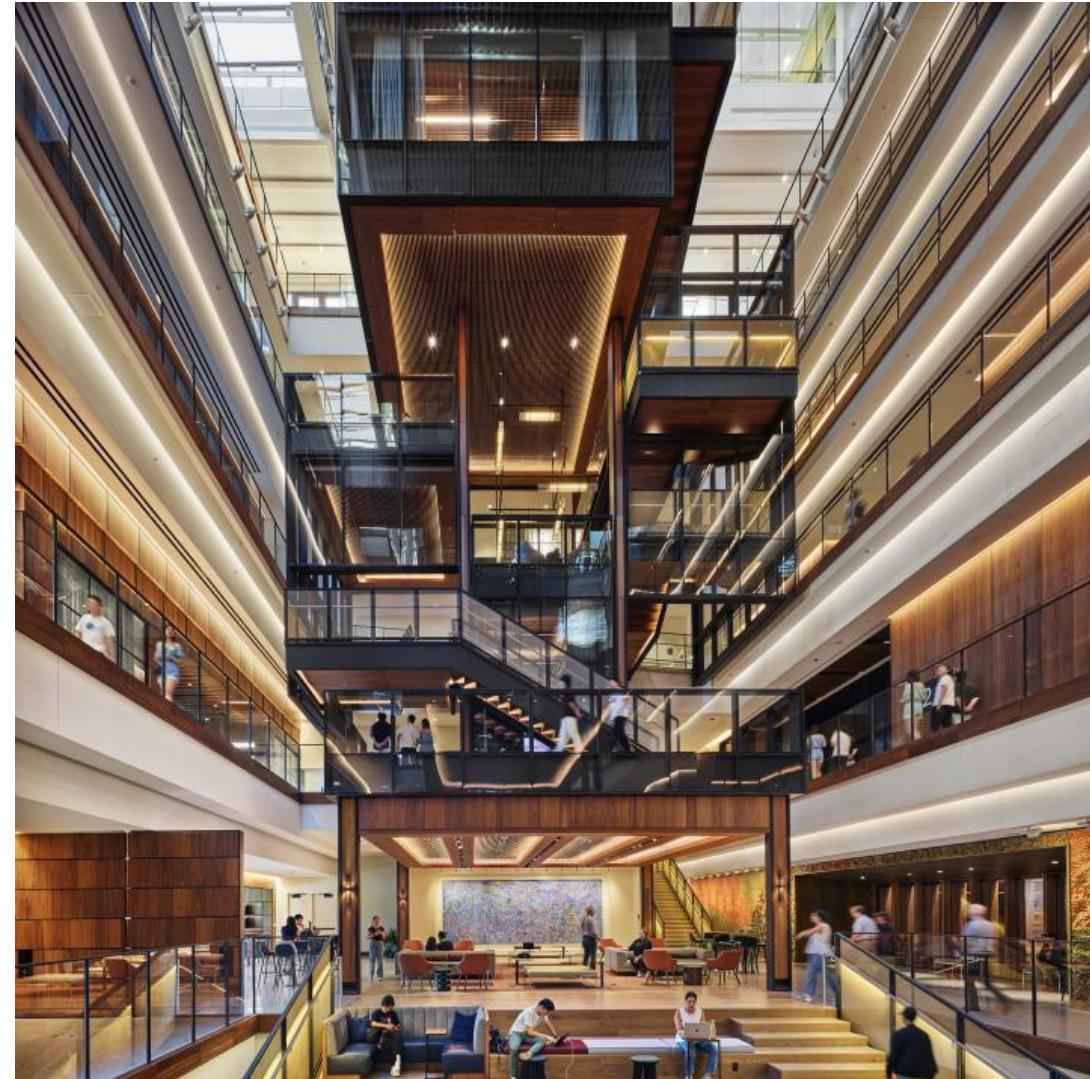
# Johns Hopkins University Carey Business School



JOHNS HOPKINS  
CAREY BUSINESS SCHOOL

## MS BARM (Business Analytics & Risk Management)

- ❖ STEM designated
- ❖ Full Time & Part Time Available
- ❖ Washington D.C.
- ❖ Opportunities
  - *aCAP Certification*
  - *Snowflake Certification*
  - *Community Consulting Lab*
  - *Informs Business Analytics Conference*



# *Institute for Operations Research and Management Science (INFORMS)*



Saving Lives.  
Saving Money.  
Solving Problems.

Operations Research & Analytics are proven scientific mathematical processes that enable organizations to turn complex challenges into substantial opportunities by transforming data into information, and information into insights that save lives, save money and solve problems. INFORMS is proud to be the professional home of members who are transforming our world.

[Impact of O.R. & Analytics](#)

[INFORMS Member Benefits](#)

~ 13,000 members!

<https://www.informs.org/>

# INFORMS Certified Analytics Professional (CAP)



Certified  
Analytics  
Professional

## What is CAP®?

The Certified Analytics Professional (CAP) certification is a trusted, independent verification of the critical technical expertise and related soft skills possessed by accomplished analytics and data science professionals, and valued by analytics-oriented organizations.

As a vendor- and technology-neutral certification, CAP is a testament to an analytics professional's superior competency in the seven domains of analytics, providing a valuable platform for organizations to better identify, recruit, and retain top analytics talent, as well as for professionals to distinguish themselves in today's highly competitive analytics workforce.

<https://certifiedanalytics.org/>

CIO

## The top 9 data analytics certifications

Feature

Jul 09, 2024 • 7 mins

<https://www.cio.com/article/230388/big-data-certifications-that-will-pay-off.html>



# Women in Analytics

At Women in Analytics (WIA), our mission is to spotlight the incredible women making a significant impact in the analytics field. We provide a platform where women lead conversations on the latest advancements in analytical research, development and applications. WIA is committed to inclusivity, welcoming all individuals who share a passion for analytics to join our community and contribute to the conversation.

<https://www.womeninanalytics.com/>

**~ 8,000 members!**

## Explorer

Join the community platform, connect with interest groups and to the conversation for free.

**\$0**

/month

[Join for free](#)

- ✓ Connect to thousands of global industry leaders, technical experts, data enthusiasts and academia
- ✓ Access to Interest Groups where you can connect with and learn from others with your same interests and goals
- ✓ Access to the WIA Career Advocacy collection where you can find available data and analytics jobs, upcoming call for papers, subscribe to our weekly job board newsletter
- ✓ Access to our curated list of upcoming analytics events, both virtual and in-person – or share your own!

## Enthusiast

Learn and network with the community with extra benefits, resources and discounts.

**\$18**

USD/month or \$195 per year

[Select Plan](#)

- ✓ Access to all of the free membership benefits
- ✓ Private Enthusiast-only group with discussion board and chat room
- ✓ Access to our partnership discounts to events, conferences, learning platforms, bootcamps and workshops
- ✓ Access to exclusive paid member events, including courses and other programming
- ✓ Access to a full archive of all recorded WIA events
- ✓ Opportunity to participate in Mentorship Cohorts



DataCamp is the leading online learning platform for Data and AI education. Through their social responsibility program, DataCamp Classrooms, they provide free premium licenses to teachers and students worldwide.

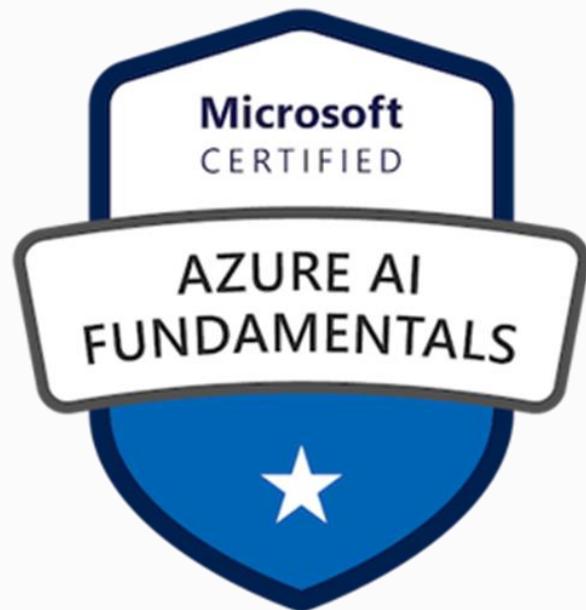
All participants in this competition will receive **six-month licenses** for DataCamp to continue learning and access certifications.

**National Champion** prize winners and runners-up will receive **one-year licenses** for DataCamp to continue learning and access certifications.

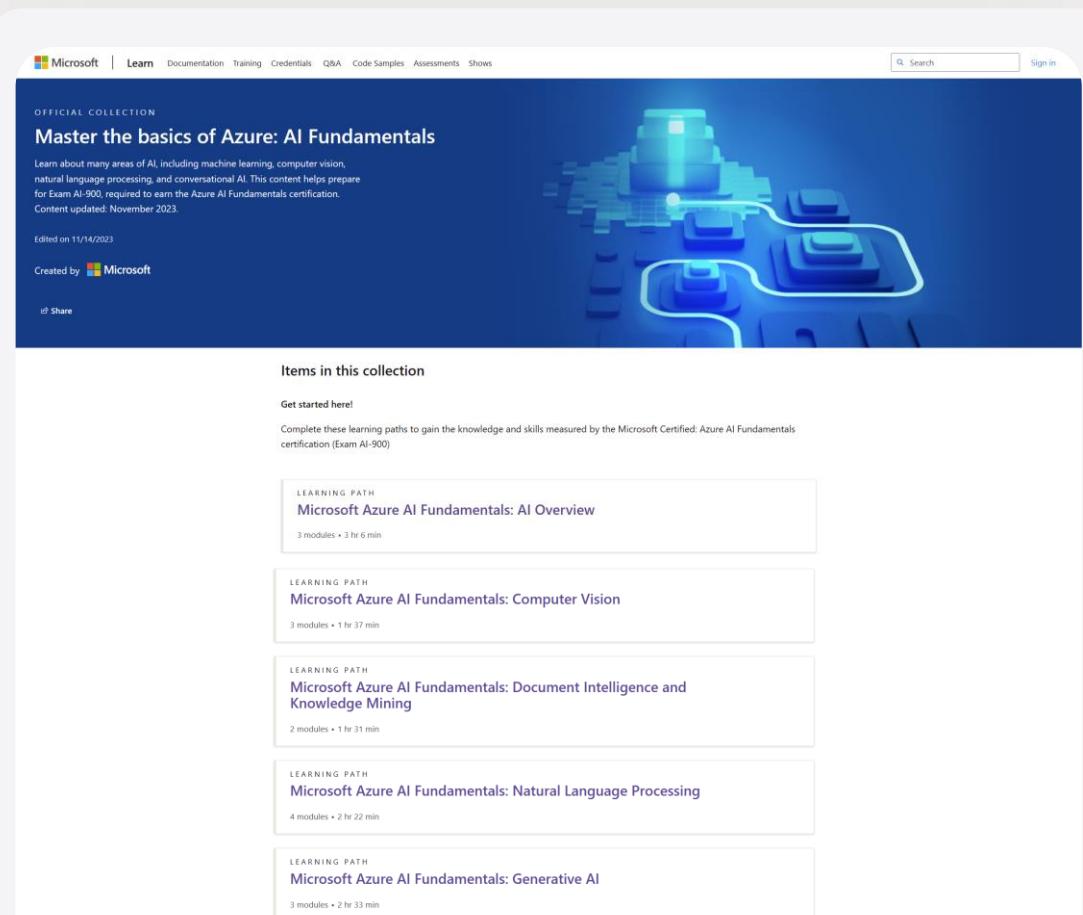
- Data Analyst Certification is ranked #1 by Forbes
- 80% of Fortune 1000 companies use DataCamp to upskill their teams, so many students' future employers will likely be familiar with DataCamp certifications.
- All DataCamp-certified users get invited to a global community to network and receive updates on more opportunities.
- By accessing DataCamp, students get a **50% discount** to take the **PL-300: Microsoft Power BI Data Analyst** and **Microsoft AZ-900 Azure Fundamentals exams**. They can also use our learning paths and assessments to practice for the exams.
- Over 4,000 people who have gotten free access to DataCamp through our DataCamp Donates program have landed new jobs, internships, or promotions.

# Microsoft Learn Collection

Official curated collection of learning resources to support the **AI-900: Azure AI Fundamentals** certification



[aka.ms/collectionsai900](https://aka.ms/collectionsai900)

A screenshot of the Microsoft Learn Collection page for the AI-900 certification. The page has a dark blue header with the Microsoft logo and a search bar. The main title is "Master the basics of Azure: AI Fundamentals" with a subtitle "OFFICIAL COLLECTION". Below the title is a description: "Learn about many areas of AI, including machine learning, computer vision, natural language processing, and conversational AI. This content helps prepare for Exam AI-900, required to earn the Azure AI Fundamentals certification." The content was last updated in November 2023. The page is created by Microsoft and has a "Share" button. The main content area features a large blue image of a 3D blocky AI model with glowing blue lines. Below the image is a section titled "Items in this collection" with a "Get started here!" button. It lists five learning paths: "Microsoft Azure AI Fundamentals: AI Overview" (3 modules, 3 hr 6 min), "Microsoft Azure AI Fundamentals: Computer Vision" (3 modules, 1 hr 37 min), "Microsoft Azure AI Fundamentals: Document Intelligence and Knowledge Mining" (2 modules, 1 hr 31 min), "Microsoft Azure AI Fundamentals: Natural Language Processing" (4 modules, 2 hr 22 min), and "Microsoft Azure AI Fundamentals: Generative AI" (3 modules, 2 hr 33 min).

Master the basics of Azure: AI Fundamentals

OFFICIAL COLLECTION

Learn about many areas of AI, including machine learning, computer vision, natural language processing, and conversational AI. This content helps prepare for Exam AI-900, required to earn the Azure AI Fundamentals certification.

Content updated: November 2023.

Edited on 11/14/2023

Created by Microsoft

Share

Items in this collection

Get started here!

Complete these learning paths to gain the knowledge and skills measured by the Microsoft Certified: Azure AI Fundamentals certification (Exam AI-900)

LEARNING PATH

Microsoft Azure AI Fundamentals: AI Overview

3 modules • 3 hr 6 min

LEARNING PATH

Microsoft Azure AI Fundamentals: Computer Vision

3 modules • 1 hr 37 min

LEARNING PATH

Microsoft Azure AI Fundamentals: Document Intelligence and Knowledge Mining

2 modules • 1 hr 31 min

LEARNING PATH

Microsoft Azure AI Fundamentals: Natural Language Processing

4 modules • 2 hr 22 min

LEARNING PATH

Microsoft Azure AI Fundamentals: Generative AI

3 modules • 2 hr 33 min



# PrimeAI<sup>®</sup>

Taher Jamshidi will discuss the exciting things going on at PrimeAI





PrimeAI<sup>®</sup>



Unlock the Power of AI  
in Your Business



# Are You Prepared for AI Disruption?

The background of the slide features a dark blue gradient with a subtle, light blue wavy pattern of fine lines that create a sense of depth and motion, resembling water or a digital signal.

The AI revolution is upon us. AI is rapidly changing the business landscape across all industries. Companies are racing to understand and implement AI for fear of being left behind.



# AI Engines Made to Accelerate Outcomes

At PrimeAI, we help companies, large and small, achieve transformational analytics with the latest AI-as-a-Service (AlaaS) technology so organizations can lead the competition and drive innovative growth.

# AI is amazing...and expensive!

AI-driven analytics are an immense competitive advantage – actionable **forecasts**, cost-saving **optimizations** and reduced headcount through intelligent **automation**.

Huge corporations can spend the money building big and specialized teams.

What about **everyone else**?

# Opportunity with every business

Small & Medium Businesses are falling behind and are forced into three bad options:

---

## Build

Invest heavily in teams and infrastructure and hope they can build it themselves and

---

## Purchase

Purchase cost prohibitive, monolithic software (see Oracle, SAP) with more features than they need, and then pay consultants to customize down to their use cases.

---

## Consultants

Hire very expensive management consultants (see McKinsey, Deloitte) to build a custom solution that you can only use once.

# Why PrimeAI?

Built for modern business and technology needs, PrimeAI Engines empower your team to launch faster than traditional software solutions and gain greater flexibility to meet the changing needs of your business.

---

## Start Fast

Launch in just weeks with our advanced microservices architecture that

---

## Low-Cost Entry

With our API-first approach, get seamless access to the latest AI technology for low monthly-cost access.

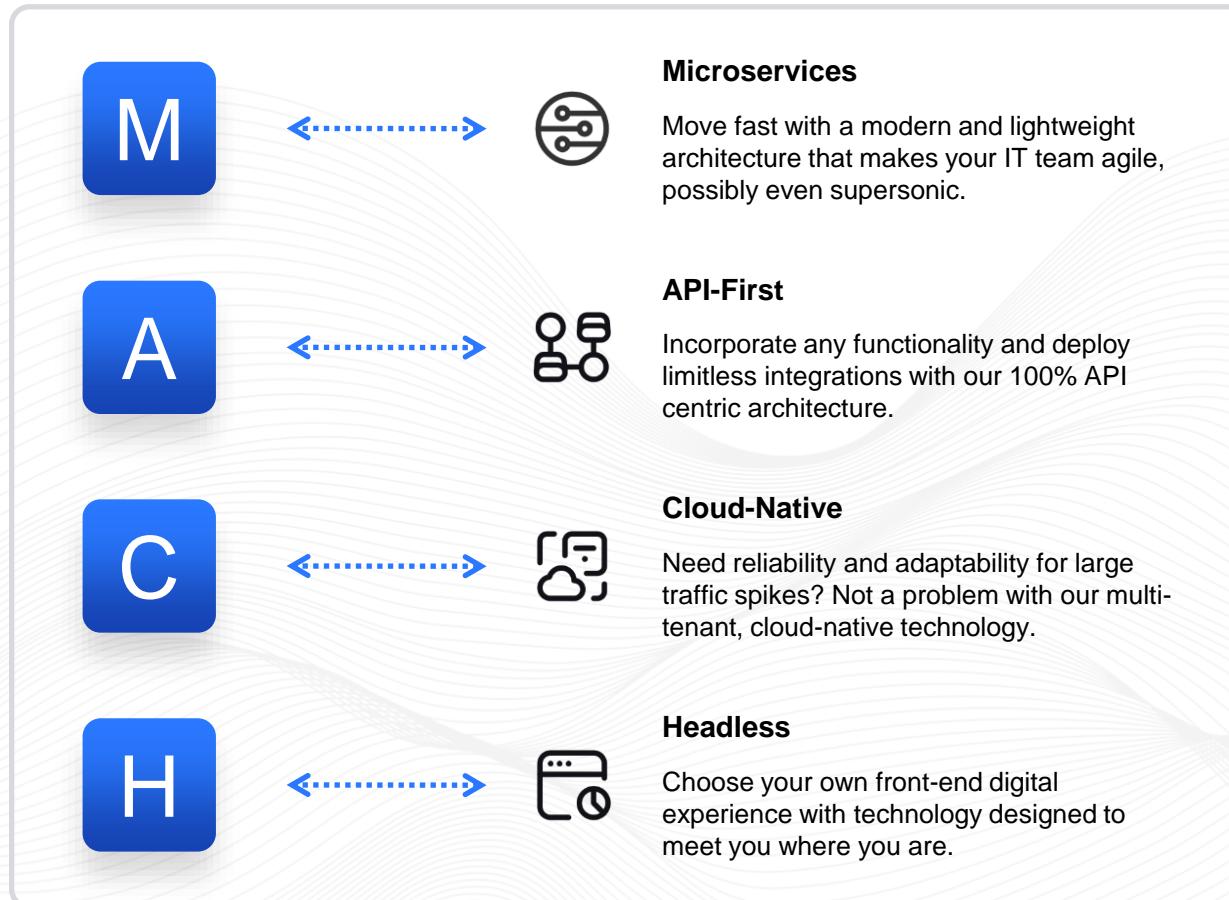
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## Scale with Ease

Get ultimate flexibility in even the most complex architectures with our extensible solutions built to meet you where you are.

# PrimeAI's MACH Architecture

Designed for modern technology requirements and the best of both worlds.



**Cost Savings:** No \$10M+ per year licenses and no multi-million, multi-year bloated management consulting contracts.

**Revenue Uplift:** 3-5% proven revenue increase from advanced AI and optimization.

**Rapid Installation:** Having pre-built, production grade ACMs in MACH enables rapid deployment.

**A La Carte:** MACH allows us to offer individual ordering of ACMs to our customers, paying only for what they need.

**Production Grade:** Access to industry best machine learning algorithms created by our PhD data science experts.

# PrimeAI Engines



CROSS FUNCTIONAL	TOP LINE				BOTTOM LINE			
DEAL FLOW	REVENUE & PRICING		CUSTOMER	MARKETING	SUPPLY CHAIN		OPERATIONS	
Data-Driven Valuation	Price Sensitivity	Pricing Optimization	Customer Segmentation	Promotion Effectiveness	Demand Planning	Cost Forecasting	Buy Optimization	Predictive Maintenance
Risk Evaluation	Dynamic Pricing	Promotion Optimization	Customer Lifetime Value	Product Bundling	Inventory Optimization	E/MOQ	Fleet Management	Workforce Scheduling
Portfolio Performance	Demand Forecasting	Capital Allocation Optimization	High Value Customer Retention	Cross Sell / Upsell	Schedule Optimization	Network & Flow Path Optimization	Staffing Forecast	IT Resource Optimization
Exit Timing	Revenue Forecasting	Bundle Pricing	Churn Prevention	Marketing Mix Optimization	Procurement Analytics	Supplier Performance	Spare Parts Optimization	Network Load Optimization
Outperformer Identification	New Product Launch	Product Recommender	Loyalty Program Optimization	Assortment & Space	Production Planning	Replenishment Planning	Call Center Analytics	Product Lifecycle Management
	Scenario Planning	Payment / Claim Fraud	Customer Acquisition Cost	Market Sentiment	Warranty Analytics	Material Planning		
	Spend Optimization	Payables Optimization	Next Best Offer					



PrimeAI<sup>®</sup>



**Tragedy Assistance Program for Survivors**

**In Honor of all who Served and Died  
September 2024**

*Caring for the Families of America's Fallen Heroes*

800.959.TAPS (8277)  
@TAPSorg

202.588.TAPS (8277)  
TAPS.org



## TAPS Mission

**TAPS is the national nonprofit organization providing compassionate care and comprehensive resources to *all those grieving the death of a military or veteran loved one.***



## Military or Veteran Service Member



## TAPS Supports all Military and Veteran Loved Ones



TAPS is the only national organization supporting **all** military and veteran survivors across **all** duty status, **all** relationships to the deceased, **all** manners of death, and **all** branches of service

<sup>3</sup>Berman, A. L. (2011). Estimating the population of survivors of suicide: Seeking an evidence base. *Suicide and Life-Threatening Behavior*, 41(1), 110-116. doi:10.1111/j.1943-278x.2010.00009.x

<sup>4</sup>Cerel, J., McIntosh, J. L., Neimeyer, R. A., Maple, M., & Marshall, D. (2014). The continuum of "survivorship": Definitional issues in the aftermath of suicide. *Suicide and Life-Threatening Behavior*, 44(6), 591-600. doi:10.1111/sltb.12093

On average for every 1 deceased service member, there are 10.5 significantly impacted by the loss.<sup>3,4</sup>

# TAPS MISSION

TAPS is the national nonprofit organization providing compassionate care and comprehensive resources for all those grieving the death of a military or veteran loved one.

# TAPS VISION

TAPS honors our military and veteran service members by caring for all those they loved and left behind.





# TAPS VALUES

**HONOR AND REMEMBRANCE:** We cherish the life of our fallen heroes and celebrate military survivors as the living legacies of their loved ones' service and sacrifice.

**EMPOWERMENT:** We empower survivors with healthy coping tools, resources, and opportunities to connect in the comfort of their home, their community, their region, and the nation to grow with their grief.

**CONNECTION:** We connect all those grieving a military death 24/7 to a nationwide network of peer based emotional survivor support and critical casework assistance.

**EDUCATION:** We inform and educate using research-informed best practices in bereavement and trauma care for survivors and advocate on behalf of survivors with policy and legislative priorities.

**CREATING COMMUNITY:** We build community with survivors to provide comprehensive comfort, care, and resources where they live, when they need it, and in a manner comfortable for them.





**TAPS PROVIDES SUPPORT AND RESOURCES FOR ALL SURVIVORS  
REGARDLESS OF THE DUTY STATUS AT THE TIME OF DEATH**

- ACTIVE DUTY
- TITLE 10 STATUS
- TITLE 32 STATUS
- ACTIVE GUARD RESERVE
- TECHNICIAN
- TRADITIONAL GUARD

- STATE ACTIVE DUTY
- NON-DUTY STATUS
- RESERVES
- VETERAN TO INCLUDE VETERAN OF THE GUARD AND RESERVE

- RETIRED TO INCLUDE RETIRED FROM THE GUARD AND RESERVE
- MILITARY FAMILY GRIEVING A CIVILIAN FAMILY MEMBER LOSS
- BATTLE BUDDY





## 2023 Average of 26 New Survivors Each Day

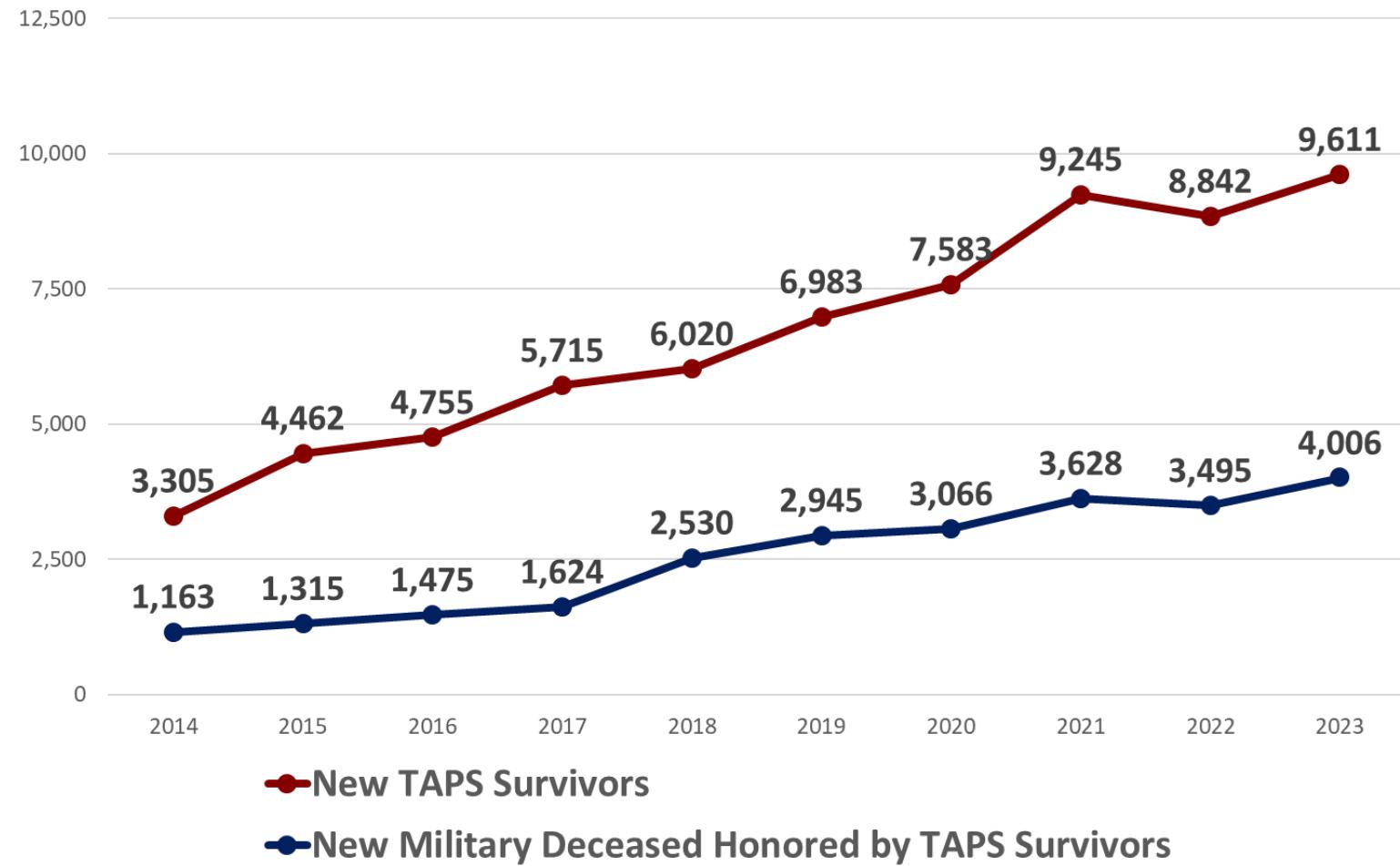
67% of survivors connected within the first year (365 days) of their loss

11% of survivors connected 1-3 years post-loss

11% of survivors connected 4-9 years post-loss

11% of survivors connected 10+ years post-loss

### 2023 New Survivors and Military Deceased Connecting with TAPS



8% of all new 2023 survivors have an unknown Date of Death



# TRENDS IN MANNER OF DEATH

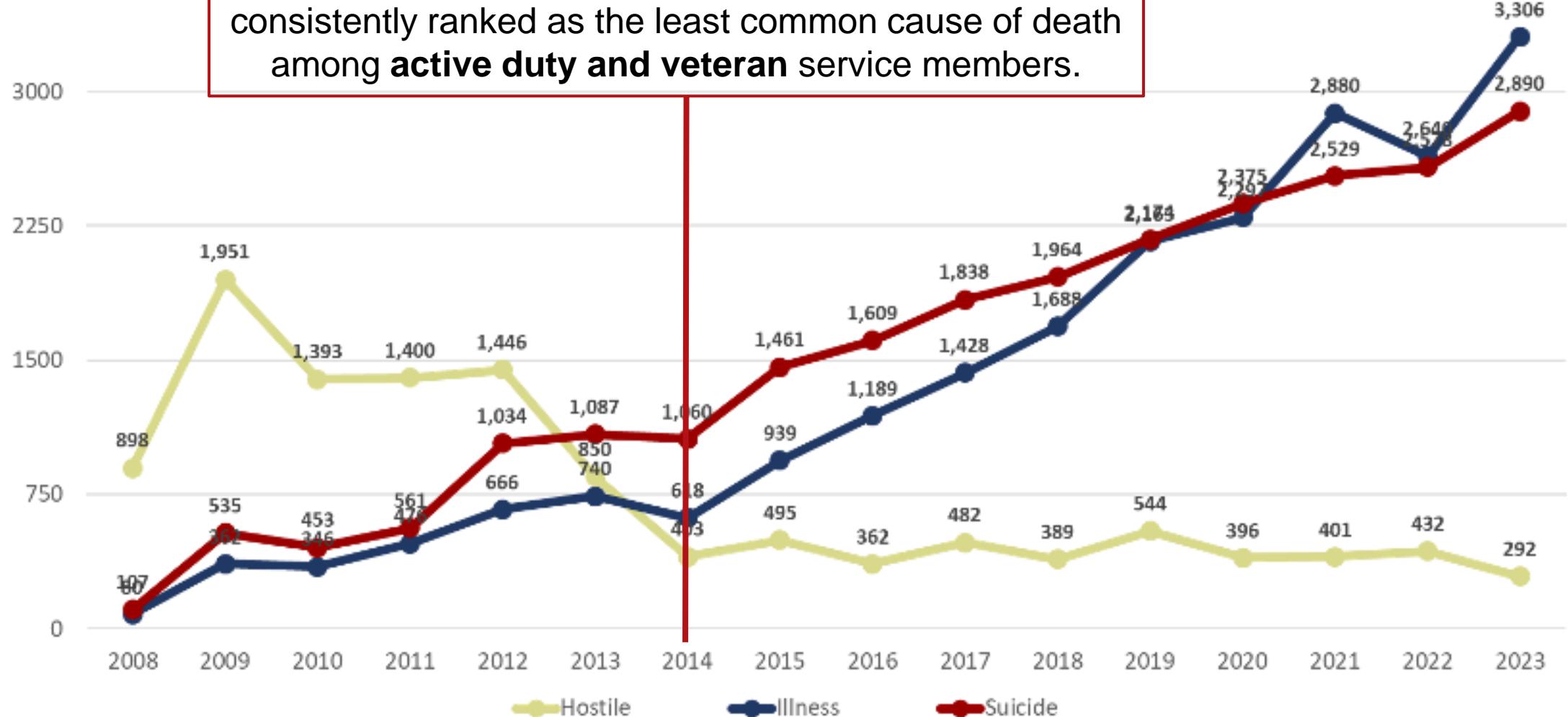
Accident-Training  
Friendly-Fire  
Accident-Aviation  
Hostile-Afghanistan  
Suicide-Suspected  
Non-Hostile-Afghanistan  
Accident-Motorcycle  
Hostile-Iraq  
Illness-Sudden  
Non-Combat Related Incidents  
Suicide  
Illness-Not Sudden  
Undetermined

Accident-Auto  
Hostile-Other  
Accident-Other  
Non-Hostile-Iraq  
Homicide



# MILITARY AND VETERAN – TRENDS IN SURVIVOR REPORTED CAUSE OF DEATH SINCE 2008

Since 2014, fatalities resulting from Hostile Actions have consistently ranked as the least common cause of death among **active duty and veteran** service members.





# TAPS SUPPORTS EVERYONE

## Children



**29%** Military loss was their parent  
\*over or under the age of 18

## Parents



**19%** Military loss was their child

## Partners



**22%** Husbands, Wives, Fiancées, Fiancé's, Significant Others, Partners, Ex-Spouses

## Loved Ones



**20%** Aunts, Uncles, Grandparents, Grandchildren, Nieces, Nephews, Cousins, Friends, In-Laws, and Battle Buddies  
\*over or under the age of 18

## Siblings



**10%** Brothers, Sisters, Step-Siblings, Half-Siblings  
\*over or under the age of 18



# MILITARY OR VETERAN DECEASED WAS THEIR...

granddaughter grandmother  
battlebuddy grandfather cousin  
stepsister mother brother soninlaw  
daughterinlaw nephew father none stepdaughter  
fiance law father stepson  
stepfather son uncle aunt  
daughter husband friend niece  
sister unknown wife 3rdparty  
stepbrother significant stepmother grandson



## TAPS EVENTS

*“Thank you SO much for everything and not giving up on me. I feel that everything just got clear for me, 1,000 lbs. lifted off my chest. This knowledge and knowing what's going on is priceless. I am so grateful, and now our family can thrive in our ‘new normal.’ I just had to get out of my own way. I am so much more at peace.”*  
– Surviving spouse with school-age children



# TAPS PROGRAMS

Survivor Seminars | Suicide Pre/Postvention | Caregiver to Survivor  
Women's Empowerment | Sports & Entertainment | Outdoor Expeditions  
Retreats | Care Groups | Young Adults | TAPS Togethers  
Online Community | Virtual Programming





# WHAT SURVIVORS GAIN

this weekend  
I want to  
establish peace  
inside my own  
soul ❤

Figure out what to do  
with the rest of my  
life.

TO -  
Start living  
and Stop  
existing.  
Amy

To reflect on the  
anniversary of Cesar's  
death the life that we  
shared and who I am  
now. To find a place of  
peace with the two.





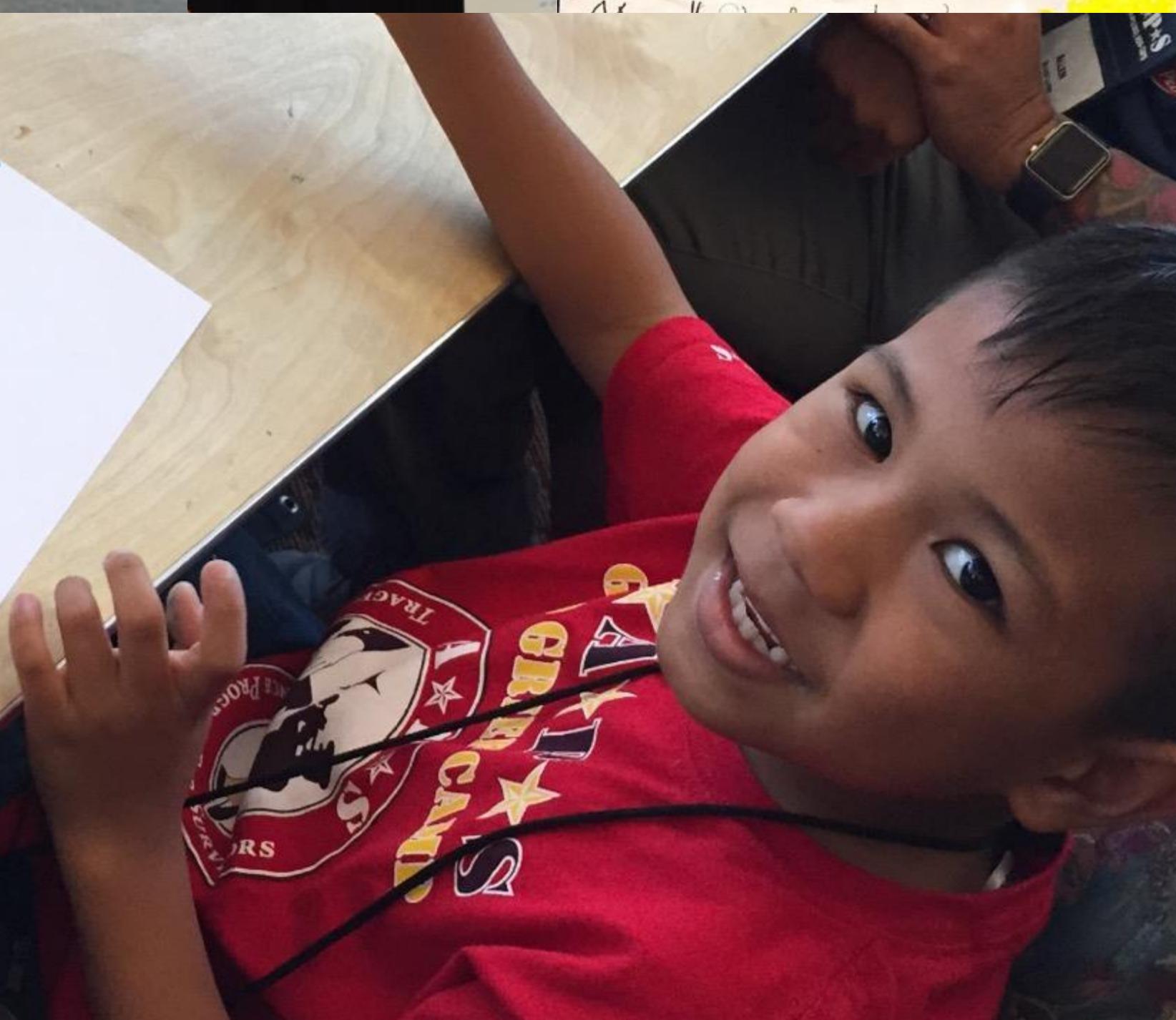
# TAPS SUPPORT TO YOUTH

## Good Grief Camps | Family Campouts

## Early Childhood | Young Adults | Online Support

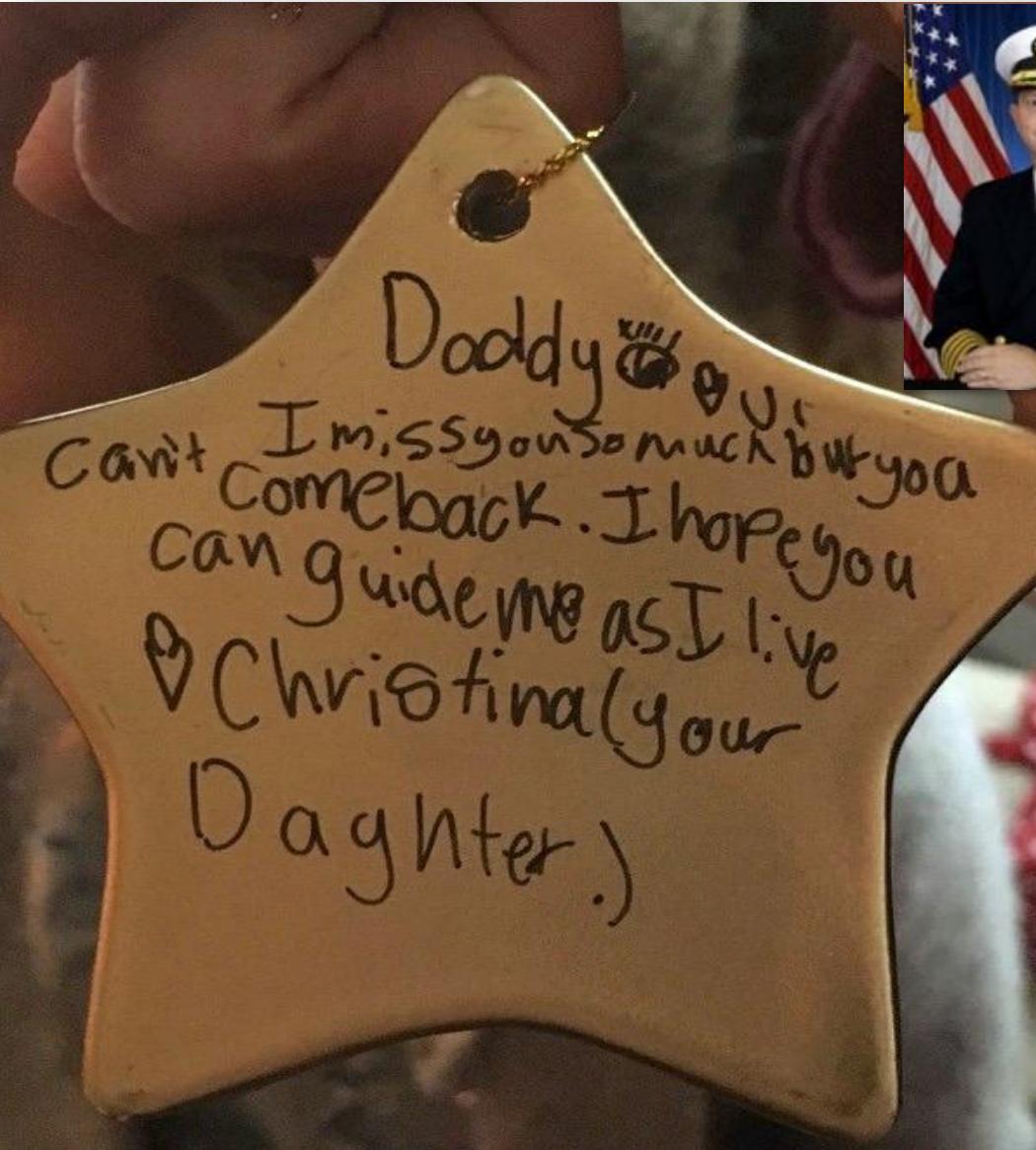
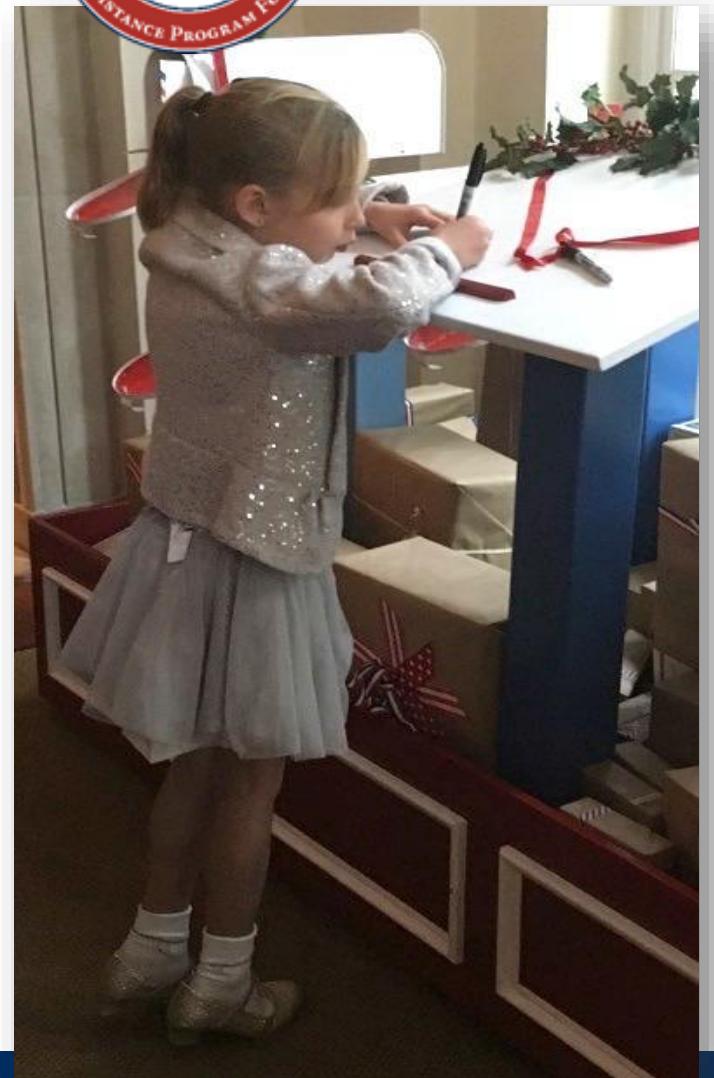


My Dad is in heaven eating  
Steaks and chicken watching  
over me!!





# EMBRACING LIFE AS LIVING LEGACIES





# MILITARY MENTORS

*"Volunteering as a Military Mentor is a profound tribute to the fallen. By supporting those they loved and left behind, we honor their memory, ensuring that their spirit lives on through the values they cherished: courage, camaraderie, and commitment to a cause greater than oneself."*

– TAPS Military Mentor



**“I volunteered to honor my fallen brothers as a Military Mentor with TAPS. Never expecting to ‘see’ those who have fallen...and there he was.**

**Meeting his mother at the TAPS National Seminar was a profound moment I cannot put words to. Both of us were drawn to TAPS, inspired by the life and legacy of her son. Through TAPS, we are able to support each other and ensure he lives on.”**





# IMPACT STORY

*"As a Military Mentor, supporting a bereaved child through their grief is not just about being there; it's about being a source of strength and understanding in their darkest moments."*

– Military Mentor



**71%** of Mentors volunteer in honor of a Battle Buddy

**93%**

**of Mentors would recommend the TAPS Military Mentor program to fellow service members and surviving families**

**Because of TAPS, Military Mentors report:**

- ★ They can make a difference in the life of a grieving military or veteran child
- ★ They can honor the life and legacy of fellow service members and veterans
- ★ They can support the needs of surviving military and veteran families by mentoring their children
- ★ They have an improved personal outlook on life because they serve as a Military Mentor



@TAPSorg on YouTube



# HEALING HEARTS



# INCLUSIVE LANGUAGE IN HONOR OF THE LIFE AND SERVICE OF THE FALLEN

- ★ “In honor of all those who served and died”
- ★ “loved ones”
- ★ “died while serving”
- ★ “regardless of the duty status at the time of death”
- ★ “U.S. Armed Forces”
- ★ “died” (not “killed”)



**"Grief is itself a medicine."**  
– William Cowper

You might hear grief described as an illness or a “condition” some time. That’s because our scientific-method-obsessed, evidence-based discipline of medicine – which includes mental health – has tried to take ownership of grief and mourning.

**But grief isn’t an illness or disorder.**

**It’s the natural and necessary counterpart to having loved.**

**We don’t need to be “treated” for our grief.**

**There’s nothing wrong with us.**

**We just need to grieve and express our grief.**

**That’s it. Nothing more; nothing less.**



# GROWING WITH GRIEF

*"TAPS provided emotional and psychological support, which was invaluable during my grieving process."*  
– Surviving Sibling (now over the age of 18)



# HOW DO WE GROW?

- 1. Acknowledge** the loss and its ability to impact individuals and families.
- 2. Validate** the loss by creating opportunities to mourn and memorialize both formally (i.e. through ritual and ceremony) and informally (individual).
- 3. Foster** a sense of community by creating a time and space for those affected by the loss to gather and share their grief experience.
- 4. Continue** to create community in order to ensure those affected by loss do not have to grieve alone.





# SURVIVOR JOURNEY



# WHAT IS MILITARY GRIEF?

- ★ An emotional response to death of a loved one, loss of relationships, loss of community, and/or loss of identity
- ★ Separate from trauma, but can accompany or mirror symptoms of trauma
- ★ Is compounded grief due to multiple losses and deaths that can occur over the course of a military career
- ★ Is an experience which can last a *lifetime*, even when trauma, anxiety, and depression symptoms subside

Risk Factors for Complicated Grief in the Military Community. *OMEGA - Journal of Death and Dying*, First Published 20 May 2021. Grace E. Seamon-Lahiff, Chantel M. Dooley, Paul T. Bartone, Bonnie Carroll

A Model for Supporting Grief Recovery Following Traumatic Loss: The Tragedy Assistance Program for Survivors (TAPS). *Military Medicine*, 184(7-8), 166–170 (April 2019). Grace E. Seamon-Lahiff, Chantel M. Dooley, Laura E. Fry, Paul T. Bartone, Bonnie Carroll.



# IS MILITARY GRIEF DIFFERENT?

- ★ Sudden and traumatic death differs dramatically from anticipated death
  - ★ Leading causes of death among the military: suicide, training accident, other accidents, rare and aggressive illnesses
- ★ Trauma shatters the way we look at the world
  - ★ Risk of survivors feeling accountable for death, or the death was preventable
- ★ Loss of community and identity



Risk Factors for Complicated Grief in the Military Community. *OMEGA - Journal of Death and Dying*, First Published 20 May 2021. Grace E. Seamon-Lahiff, Chantel M. Dooley, Paul T. Bartone, Bonnie Carroll

A Model for Supporting Grief Recovery Following Traumatic Loss: The Tragedy Assistance Program for Survivors (TAPS). *Military Medicine*, 184(7-8), 166–170 (April 2019). Grace E. Seamon-Lahiff, Chantel M. Dooley, Laura E. Fry, Paul T. Bartone, Bonnie Carroll.



# RESEARCH ON GRIEF & TRAUMA

## Tasks of Grief

Worden, J. W. (2018). *Grief counseling and grief therapy: A handbook for the mental health practitioner*. Springer Publishing Company.

## Complicated Mourning

Rando, T.A. (1993). *Treatment of complicated mourning*. USA, Research Press.

## Trauma Informed Care

Substance Abuse and Mental Health Services Administration (SAMHSA)

## Tri-Phasic Model of Grief

Herman, J.L. (2001). Trauma and Recovery, (3rd revision). New York: Pandora – Basic Books.

## Dual-Process Model of Grief

Stroebe, M., & Schut, H. (2010). The dual process model of coping with bereavement: A decade on. *OMEGA-Journal of Death and Dying*, 61(4), 273-289. doi:10.2190/om.61.4.b

## Two-Track Model of Bereavement

Rubin, S. S., Witztum, E., & Malkinson, R. (2017). Bereavement and traumatic bereavement: working with the two-track model of bereavement. *Journal of Rational-Emotive & Cognitive-Behavior Therapy*, 35(1), 78-87. doi:10.1007/s10942-016-0259-6

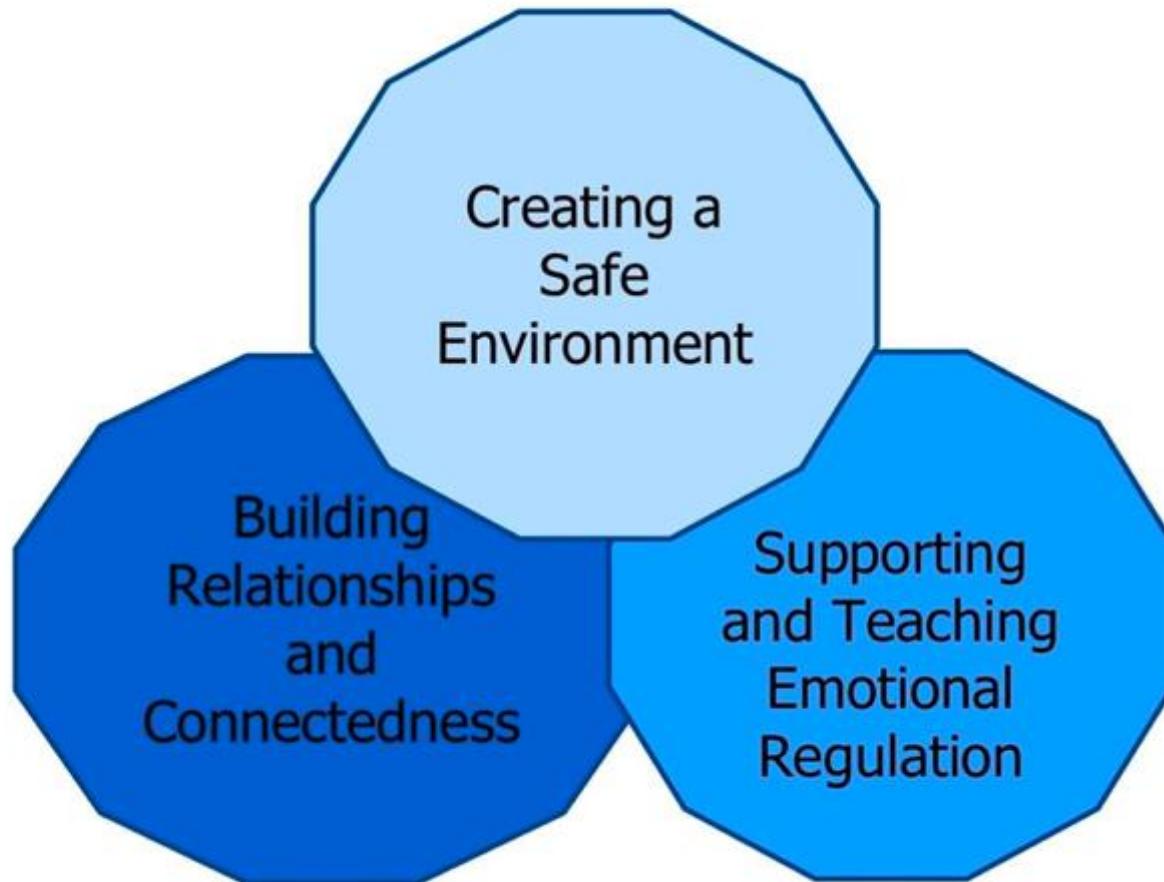
## Four Phases of Grief

Bowlby, J. (1980). Attachment and loss; Vol. 3, Loss: Sadness and depression. London: Hogarth.





# Components of Trauma-Informed Care



<https://www.samhsa.gov/>

■ Substance Abuse and Mental Health Services Administration, 2014



# TAPS Survivor Journey Map

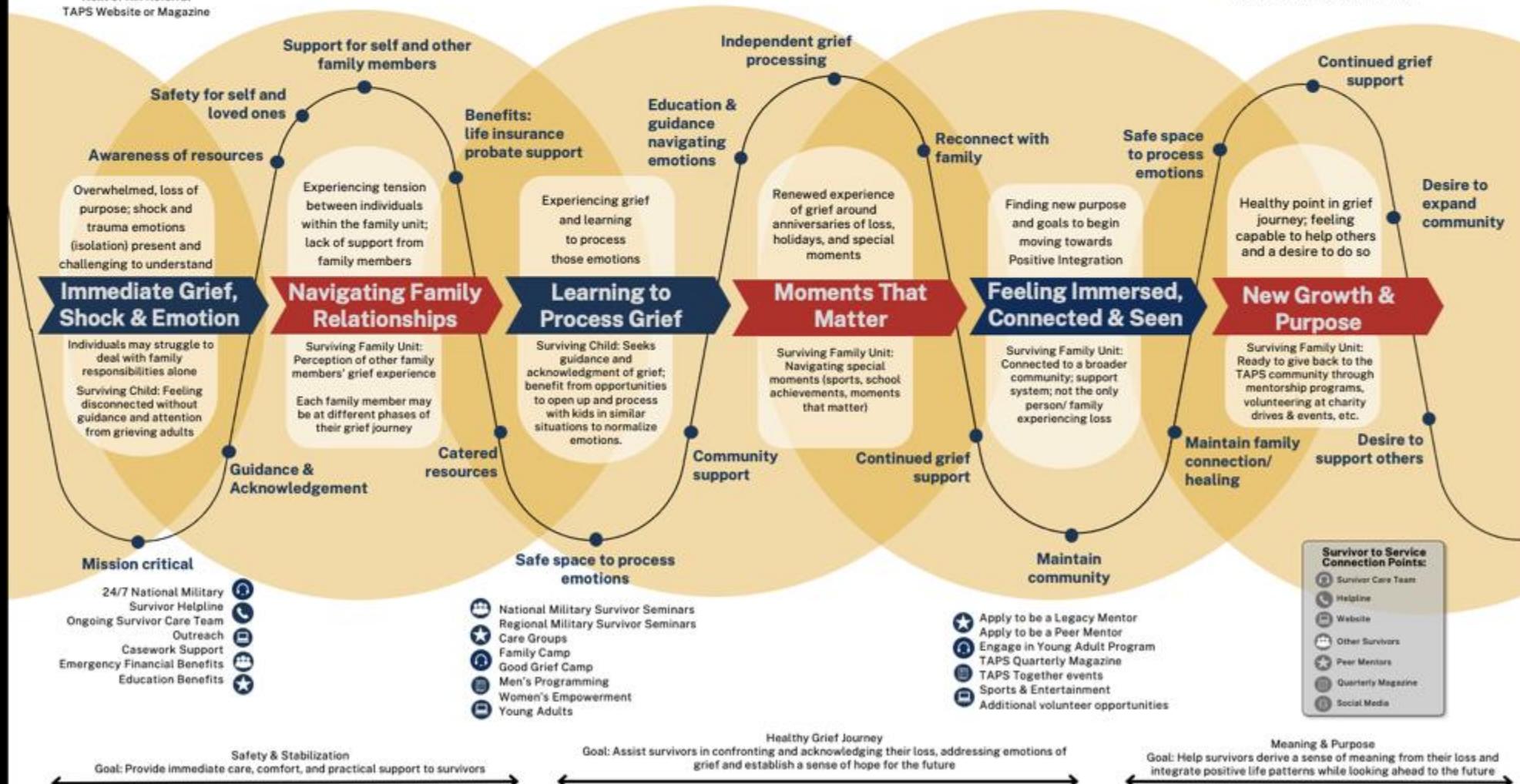


Other Survivors  
Other Designation  
Survivor Care Team  
24/7 National Military  
Survivor Helpline  
Next of Kin Referral  
TAPS Website or Magazine

- TAPS Quarterly Magazine
- TAPS Institute for Hope and Healing
- Family Camp
- Online Community
- Care Groups
- Local Community Resources
- Virtual & In Person Population
- Specific Gatherings
- Relationship to Deceased
- Cause of Death
- Generational Level

- Special Date Cards and Emails
- TAPS Quarterly Magazine
- TAPS Institute for Hope & Healing
- TAPS Military Mentors
- Ongoing Survivor Care Team
- Outreach
- Sports & Entertainment

- Apply to be a Legacy Mentor
- Apply to be a Peer Mentor
- Engage in Young Adult Program
- TAPS Quarterly Magazine
- TAPS media (emails)
- TAPS Together
- Additional volunteer opportunities





# LIFE...AND DEATH.

How we  
want  
GRIEF to  
work





# LIFE...AND DEATH.

How we  
WANT  
GRIEF TO  
WORK



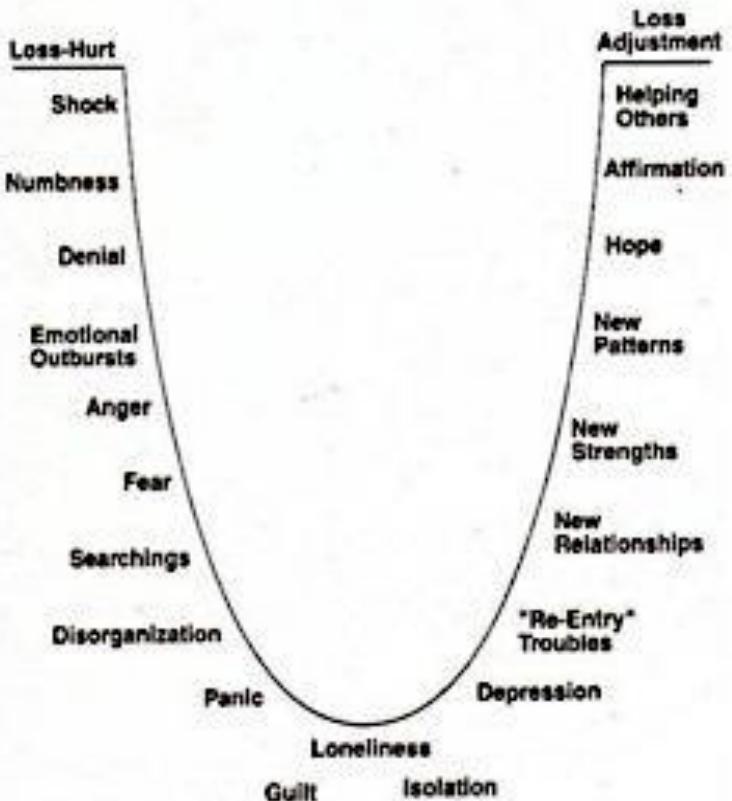
HOW GRIEF  
ACTUALLY  
WORKS





# REALITY. IT'S WHERE WE LIVE

## STAGES OF GRIEF





# REALITY. IT'S WHERE WE LIVE

## STAGES OF GRIEF



## My experience





# TAPS MODEL OF BEREAVEMENT

## Safety & Stabilization



**GOAL:** Provide immediate care, comfort, and practical support to survivors.

## Healthy Grief Journey



**GOAL:** Assist survivors in confronting and acknowledging their loss, addressing emotions of grief and establish a sense of hope for the future.

## Meaning & Purpose



**GOAL:** Help survivor derive a sense of meaning from their loss and integrate positive life patterns while looking ahead to their future.



Dooley, C.M., Carroll, B., Fry, L.E., Seamon-Lahiff, G. & Bartone, P.T. (2019). A Model for Supporting Grief Recovery Following Traumatic Loss: The Tragedy Assistance Program for Survivors (TAPS). *Military Medicine*. doi:10.1093/milmed/usz084



# TAPS POSTVENTION MODEL™



## Stabilization

- Task 1: Assessment for mental health concerns, suicide risk assessment, and referral
- Task 2: Trauma assessment and referral
- Task 3: Assess, identify, and stabilize all suicide-specific issues



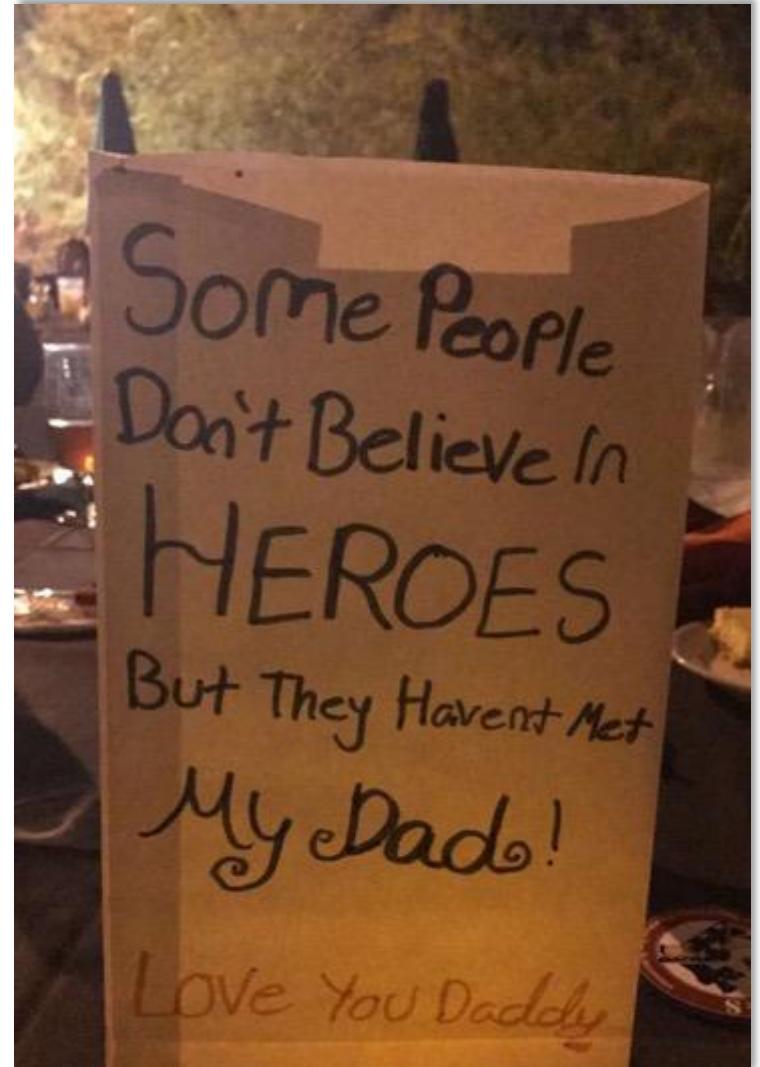
## Grief Work

- Task 1: Move away from the cause of death
- Task 2: Incorporate grief by finding a rhythm
- Task 3: Form a new relationship with the deceased



## Posttraumatic Growth

- Task 1: Finding meaning from the loss
- Task 2: Tell and share the story in a hopeful, healing way
- Task 3: Discover a new appreciation for life



<sup>2</sup>Ruocco, K., Stumpf Patton, C., Burditt, K., Carroll, B., & Mabe, M. (2021): TAPS Postvention Model™: A comprehensive framework of healing and growth, *Death Studies*, doi:10.1080/07481187.2020.1866241

# LONG-TERM SUPPORT FOR BEREAVED

**Speak their names**

Encourage conversations about loved ones

**Keep a journal**

Shift between expression and reflection

**Share grief**

Connect with others in family or similar group

**Review photos**

Celebrate high points, acknowledge low points

**Reconstruct legacy**

Keep the loved one's stories alive; Digital storytelling

**Review resilience**

Explore strengths and success over adversity

**Live in the now**

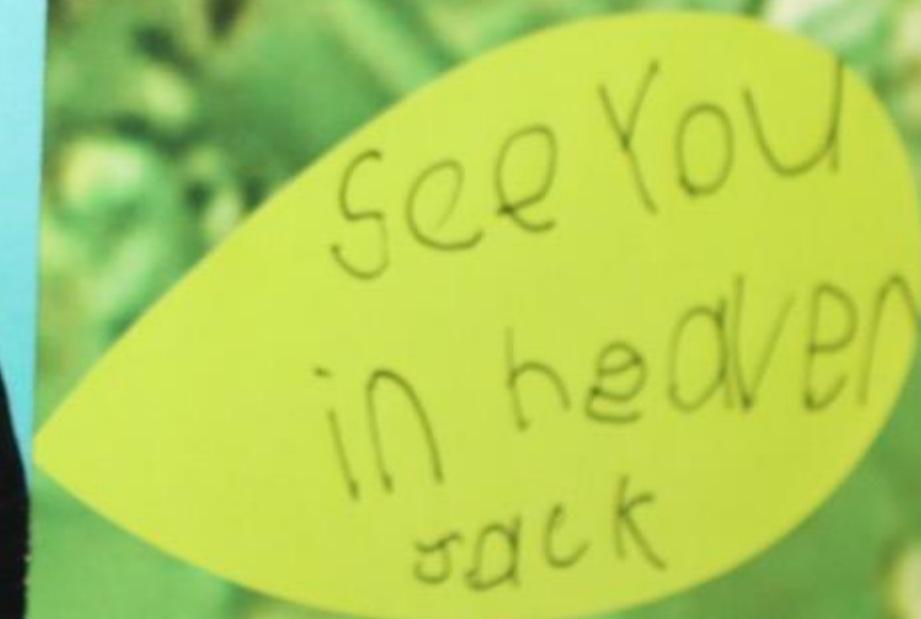
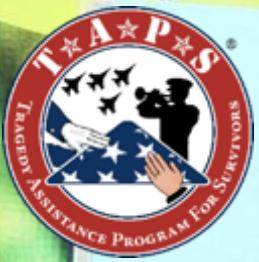
Slow down into the present moment

**Conduct rituals**

Symbolically honor loved one as well as personal change

**Make meaning**

Explore what has significance now





It you could only  
see our hearts....  
Love and miss you.  
Always,  
Sarah

Dad you are Strong  
Dad you are Loved.  
\* from Audrey

**“The lives of those we love, remember, and honor are carved into our soul, imprinted on our hearts, and woven into the fabric of our nation. They make us stronger, they inspire us, and in that way, they are eternal.”**

**- Bonnie Carroll, TAPS Founder and President**





**Tragedy Assistance Program for Survivors**

**In Honor of all who Served and Died**

*Caring for the Families of America's Fallen Heroes*

800.959.TAPS (8277)  
@TAPSorg

202.588.TAPS (8277)  
TAPS.org

# **prediction Guard**



**Dan Whitenack will discuss prediction Guard and understanding the data in this competition and the power of LLMs (hands-on)**

# Wrap up & mark your calendars

DATA 4 GOOD

CASE COMPETITION

\$40,000 PRIZE

Submit Quiz here to  
earn points!



[bit.ly/data4goodkickoff](https://bit.ly/data4goodkickoff)

- Today's session has been recorded and will show up on the competition website.
- **Friday, September 13 3-5pm EST**
  - LLM/RAGS Training from Prediction Guard CEO Dr. Daniel Whitenack
- **Friday, September 20 11:59pm EST**
  - Team Registration Deadline!



Mitchell E. Daniels, Jr.  
School of Business

<https://bit.ly/2024data4good>