Stern College's Jewish Women in Tech Hackathon

Hackathon

A hackathon is an event in which computer programmers, designers, marketers, and business minded individuals, collaborate to complete a software project in a specified amount of time.

Summary

Stern College's Jewish Women in Tech hackathon seeks to promote Stern College for Women and its opportunities for Jewish women in STEM.

At our event there will be 10 teams, each partnered with a business (Estee Lauder, Goldman Sachs, 2Sigma, The New York Times etc). Each team will be required to complete a business application for their partner in the allotted 12 hours. Each team will be comprised of 40-50% high school students, 30-40% Stern College students, and 10-20% alumni, along with one member of the partnering business. Each team will be split into departments: Back-End Coding, Front-End Coding, Analytics, Design & Graphics, Marketing & Research, and Entrepreneurship. Attendees will select the business and department they want to work with upon registering. After 12 hours the teams will present a completed project to a panel of judges. A winner will be selected based on the quality of the end product, and the level of team collaboration.

Goals

1. Have 200+ Jewish high school girls on campus at Stern College for one full day, collaborating with current students, alumni, and businesses.
2. Inspire and empower Jewish high school junior and senior girls, to pursue careers in STEM at Stern College, by inviting them to collaborate with successful Jewish women.
3. Provide opportunities for businesses and recruiters to meet the hardworking and intelligent women of Stern College.
4. Generate positive press for Yeshiva University.

Objectives

1. Raise $50,000 of sponsorship money from 10 organizations and businesses.
2. Increase enrollment in Stern College's computer science, math, and physics programs.
3. Publicize Stern College's commitment to the success of Jewish Women.

Resources

1. Venue Space & Personnel at Stern College from 8AM-Midnight: $3000
2. All Day Dairy Buffet for 300 people: @ $30/person: $9000
3. Website Design and Hosting: $1000
4. Marketing Flyers/Signage/Banners: $8000
5. Prizes: Scholarships for Stern College Tech Programs: $10,000
6. Travel Expenses for Keynote Speaker: $2000
7. Misc Expense (including travel for recruiting): $5000
8. Event planner

Event Planner Responsibilities

1. Plan and manage all details of event, including website design, branding, publicity, logistics, outreach, venue, food, prizes.
2. Reach out to 109 all-girls Jewish high schools in New York, making meetings with any principals interested in the program, and taking any necessary next steps to present event to student body.
3. Reach out to 70-80 Jewish private high schools, and the 400-500 female students currently receiving funding from the Gruss Foundation for programs in engineering.
4. Reach out to diversity recruiters and personal contacts at: Goldman Sachs, 2Sigma, Vanity Fair, Vogue, Bath and Body Works, Estee Lauder, JP Morgan, CitiBank, Bank of America, Tablet Magazine, Home Depot, DELL, IBM, Google, Facebook, Moody's, E! Entertainment, The New York Times, ZOA, AIPAC, American Eagle Outfitters.
5. Reach out to Jewish Women and organizations at: JOFA, JWE, JWF, JWA,Miriam Adelson, Jamie Geller, Shari Redstone, Jew in the City , Ilana Wernick, Ruchie Freier to find influential Jewish Women in Tech, and to give keynote address.

Event Planner Salary Breakdown:

25 hrs/week @ $20/hour=$2000/month. 6 Months=**$12,000**