**The GoldenHack’s Quest for Equity, Diversity and Inclusion**

**Introduction:**

One day, the GoldenHack’s (TGH) president, Rahma, put down her bag and sat in chair in Lazaridis hall after a long day of classes. As she watched the students pass by, phones and laptops in hand, she thought about her hackathon. As an event looking to find the cross between business and technology, she felt like while they had met their initial goals, there was more that could be done to promote the community. As she thought about the current challenges faced TGH in terms of achieving diversity and inclusion within their audience base, she recounted why she became so passionate about the event in the first place, wanting to build an environment that gave everyone an opportunity. Now that TGH had build a foundation for itself, Rahma wondered how they could use the platform to attract underrepresented groups both as hackers and speakers and how TGH could best support them to foster innovation and opportunity amongst these groups going forward. As a hackathon, she wanted a solution that involved tech but also satisfied her business needs. She leaned back in her chair, closed her eyes, and began to think…

**Case Background:**

TGH is a thriving business technology club at Wilfrid Laurier University, driven by a mission to foster innovation, collaboration, and technology appreciation among talented business and design students. TGH has enjoyed success in the past but recognizes the need to expand its reach and engage a more diverse audience, both in terms of participants and supporters. Rahma, the club's president, is deeply committed to promoting equity, diversity, and inclusion (EDI) within the organization.

**Some context about TGH’s current situation:**

* **History**: TGH is a Laurier run hackathon currently in its 5th year of operation. The hackathon has built strong connections within the tech and business communities, securing thousands of dollars in sponsorships each year and having a wide reach through [Major League Hacking](https://mlh.io/) (MLH). The hackathon operates primarily in-person and admits about 100-200 hackers each year.
* **Limited Diversity**: TGH primarily attracts a homogenous group of students form within Wilfrid Laurier University, with limited representation from diverse backgrounds, including gender, ethnicity, and academic disciplines. Currently, TGH does not collect extensive demographic data from their applicants due to potential privacy concerns or that asking questions which are too intrusive may dissuade people from applying.
* **Current Trends:** With the current state of the economy, many companies are re-evaluating how much budget they are able to allocate to support events like hackathons. This makes it increasingly harder to secure sponsorship money from these companies. In addition, with COVID-19 slowly turning into an afterthought, many hackathons are returning to fully in-person events. While this can enhance the experience, it also limits the scope in terms of who can attend and from where.

**Case Challenge:**

Rahma and her executive team at the GoldenHack are tasked with developing a comprehensive Equity, Diversity, and Inclusion (EDI) strategy that addresses the challenges mentioned above.

The primary goals of this strategy should include:

* **Expanding Participation**: Design initiatives to attract students from diverse academic backgrounds and demographics to actively participate in GoldenHack's events, projects, and leadership roles.
* **Equity in Access**: Identify and remove barriers that prevent some students from accessing the benefits and opportunities offered by the GoldenHack, such as mentorship, networking, and skill development.
* **Inclusive Outreach**: Develop outreach and marketing strategies that effectively reach students from different faculties and backgrounds, making them aware of the club's activities and benefits.
* **Measure and Improve**: Implement metrics and assessment tools to measure the success of the EDI strategy and make continuous improvements based on feedback and data.

**Conclusion**

When Rahma opened her eyes, the goals that she wanted to achieve were clear in her head, but she wasn’t sure of how to best go about achieving them. She wanted to promote more EDI within her hackathon, but at the same time staying true to its original mission and not pushing out any existing participants. In an ideal world, TGH would be able to achieve their goal of becoming more inclusive and proving opportunities to underrepresented groups while still maintaining its growth year after year and remaining appealing for all students. With a tight budget, ever changing circumstances, and uncertainty surrounding the future, this was no easy task. Rahma sighed as she picked up her bag and got ready to leave, maybe doing homework was the easier option.

**Instructions:**

Students participating in this case challenge will need to devise a detailed plan outlining specific actions, timelines, and metrics to achieve these goals. Additionally, they should consider potential obstacles and solutions in implementing the EDI strategy at TGH. **The solution should incorporate a technical aspect of some kind and may involve a technical demo or mock-ups.** The solution should be presented as a presentation lasting no longer than 10 minutes.

Teams will be judged on feasibility, effectiveness, completeness, and innovation of their solution as we as their analysis and justification of it based on TGH’s current situation and goals. In addition, how well technology is incorporated into the solution and the ease and effectiveness of its use will be judged as well.