Maximizing WTWY Registration
Engaging Technology Oriented Academia

Women in Data Analysis

Alison Garrett

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Introduction

- This fall WTWY is engaging with the NYC community to introduce their new and inclusive women in technology programs

- While WTWY has deployed street teams to the busiest subway stations to introduce WTWY and register interested New Yorkers, bringing in more students and professors will foster creative energy

- WTWY came to WDA to review the current street team deployment and make recommendations on changes to enhance their outreach to academia
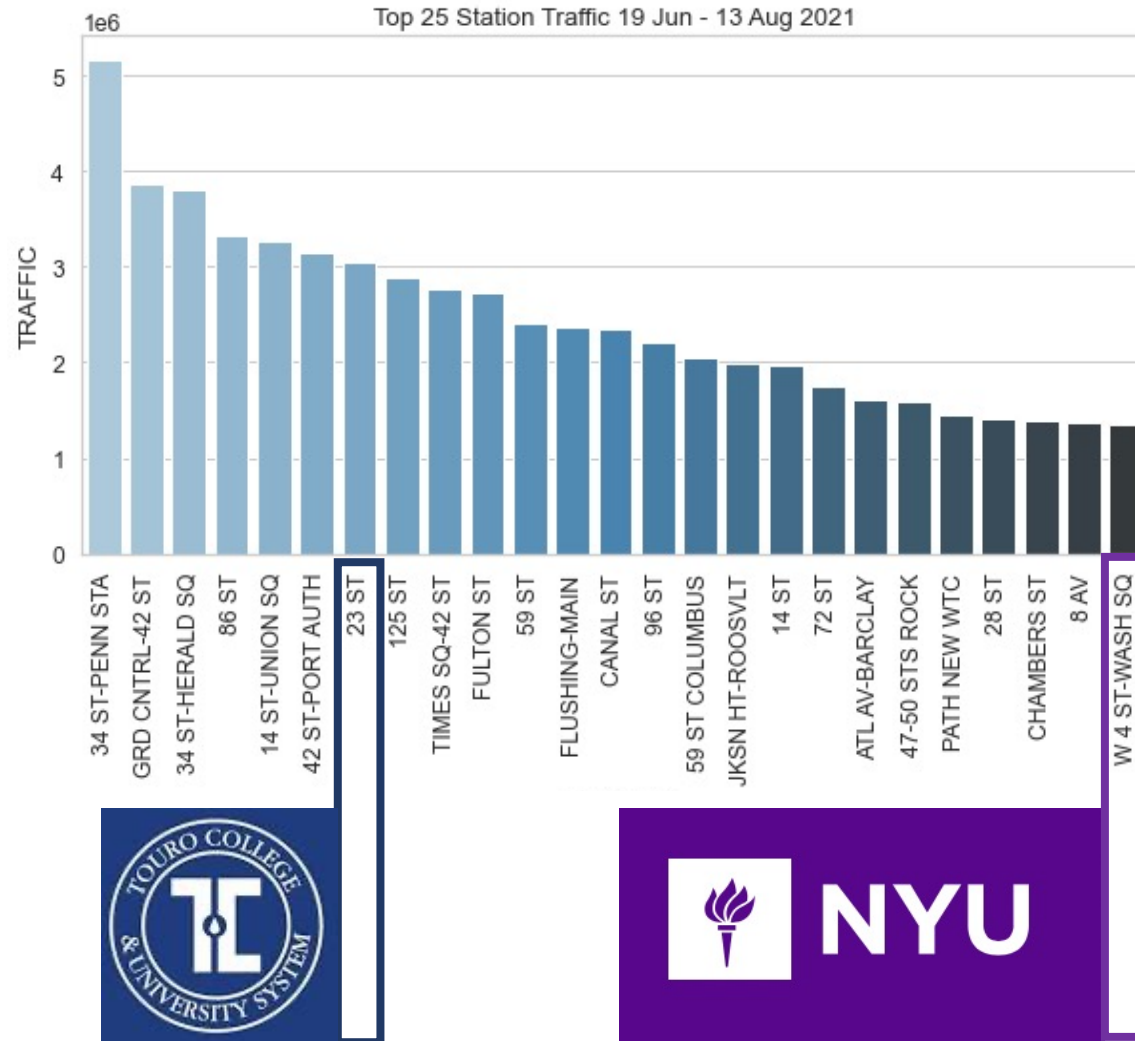
Approach

- WDA began by selecting tech-oriented NYC colleges and universities:

  - Brooklyn College (Cuny)
  - Columbia University
  - Cooper Union
  - Fordham University

  - Herbert H Lehman College (Cuny)
  - New School University
  - New York University
  - NYC Technical College (Cuny)

  - Polytechnic University / Metrotech
  - Queens College (Cuny)
  - The City College of New York
  - Touro College

- Using this list, WDA assessed the 2021 street team deployment to the busiest subway stations

- Based on this assessment, WDA identified additional stations to cover in order to better engage the academic population

- Using Fall 2018 (pre-covid data), WDA then assessed the best Stations, Days, and Times to deploy additional WTWY street teams

Assessment – Current Deployment

Top 25 Station Traffic 19 Jun - 13 Aug 2021

- There is limited coverage of stations which directly serve technology- oriented colleges and universities

- WTWY should consider including additional stations near colleges and universities such as:
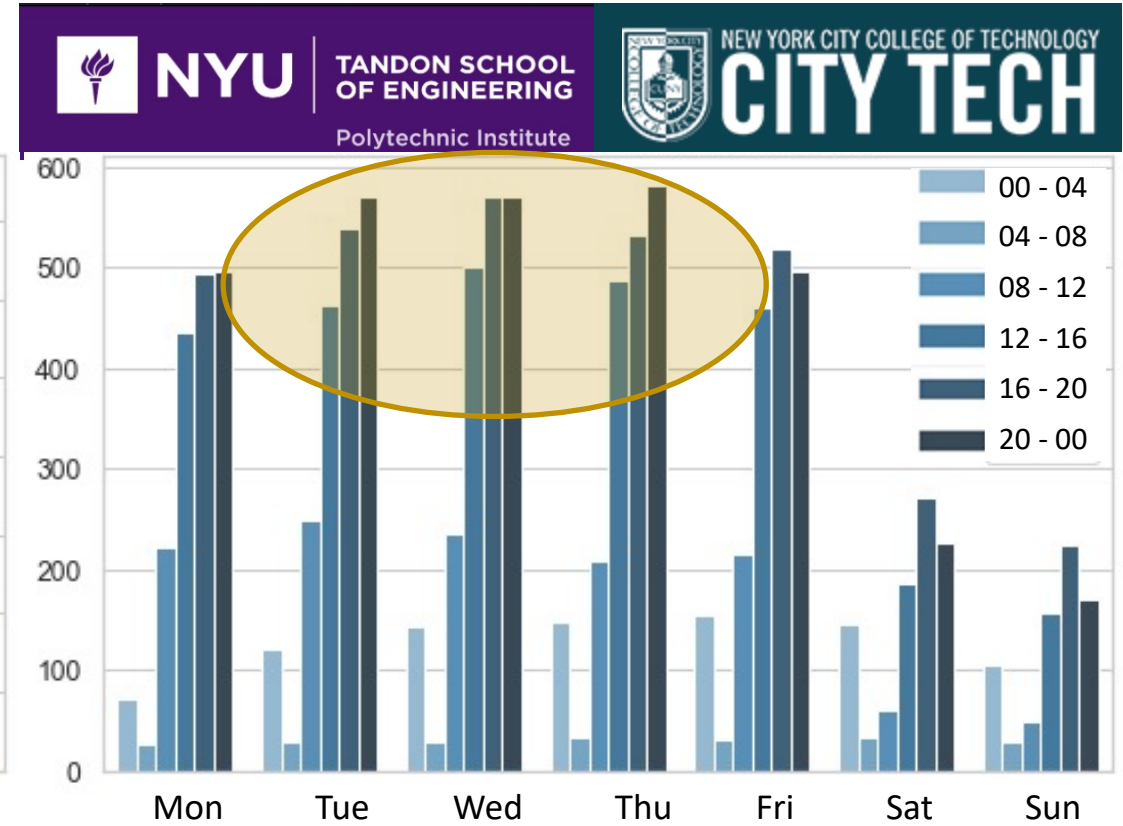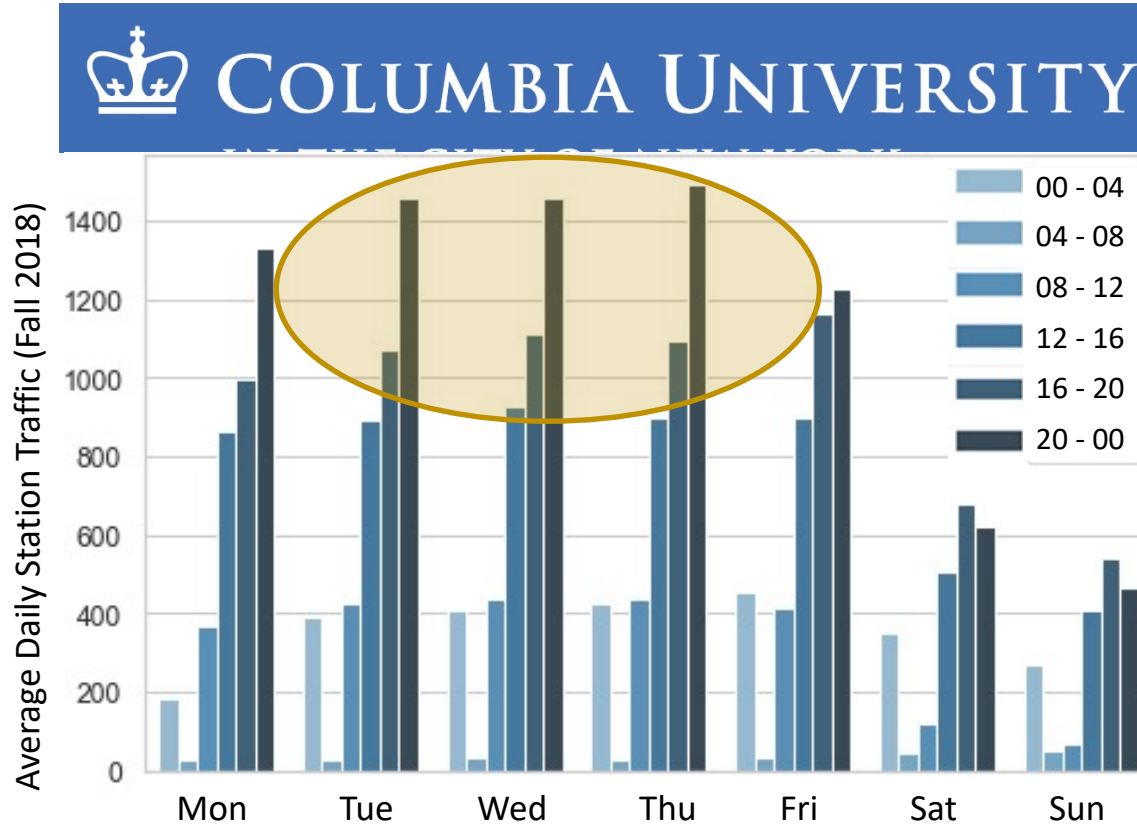
  - 116 ST-COLUMBIA
  - 135 ST
  - 6 AV
  - ASTOR PL
  - BEDFORD PK BLVD

  - FLATBUSH AV-B.C
  - JAY ST-METROTEC
  - JAY ST-METROTEC
  - KEW GARDENS
  - KINGSBRIDGE RD

Assessment – Added Street Team Deployment

- Columbia, Polytechnic Institute, and City Tech offer high traffic with technology impact
- Peak street team deployment times are Tue, Wed, Thu, 1600 - 2400

Recommendations

- Through Fall 2021, until the WTWY achieves registration and gala commitment targets for academia,
  - Deploy a street team twice a week on Tuesday and Wednesday between 4pm and midnight to register a Columbia University population
  - Deploy a street team once a week on Thursday between 4pm and midnight to register a Polytechnic Institute and City Tech population
- Consider placing street teams at subway stations near additional colleges and universities
- WDA has recommend prime day / time schedules for these locations

- 135 ST: The City College of New York
- 6 AV : New School University / The New School
- ASTOR PL: Cooper Union
- BEDFORD PK BLVD: Herbert H Lehman College (Cuny)

- FLATBUSH AV-B.C: Brooklyn College (Cuny)
- JAMAICA 179 ST: St. John's University / Queens Campus
- KEW GARDENS: Queens College (Cuny)
- KINGSBRIDGE RD: Fordham University