

Maximizing WTWY Registration

Engaging Technology Oriented Academia

Women in Data Analysis

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Introduction

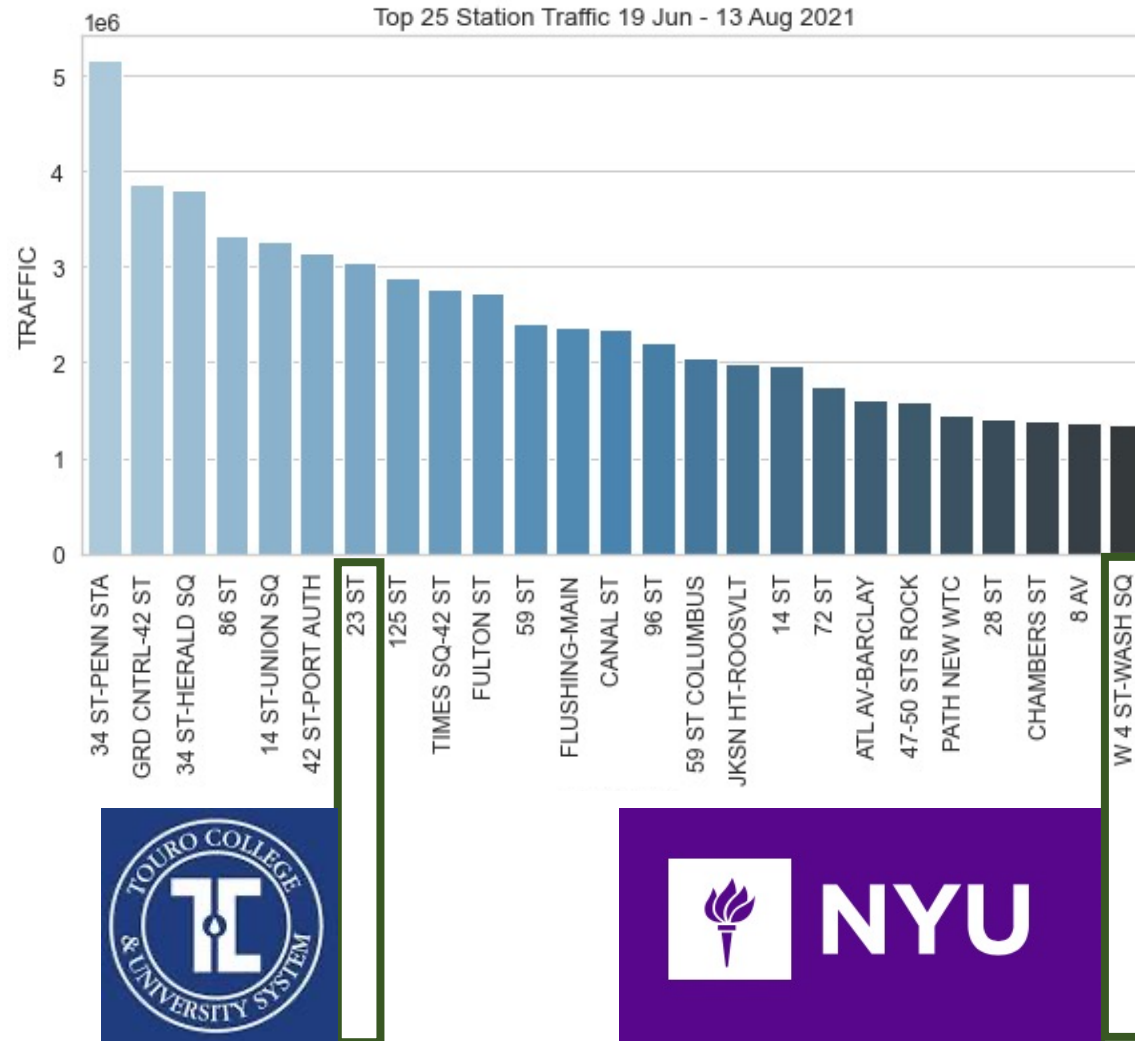
- This fall WTWY is engaging with the NYC community to introduce their new and inclusive women in technology programs
- While WTWY has deployed street teams to the busiest subway stations to introduce WTWY and register interested New Yorkers, bringing in more students and academia foster creative energy
- 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 large subway stations and 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 WYWT street teams

Assessment – Current Deployment



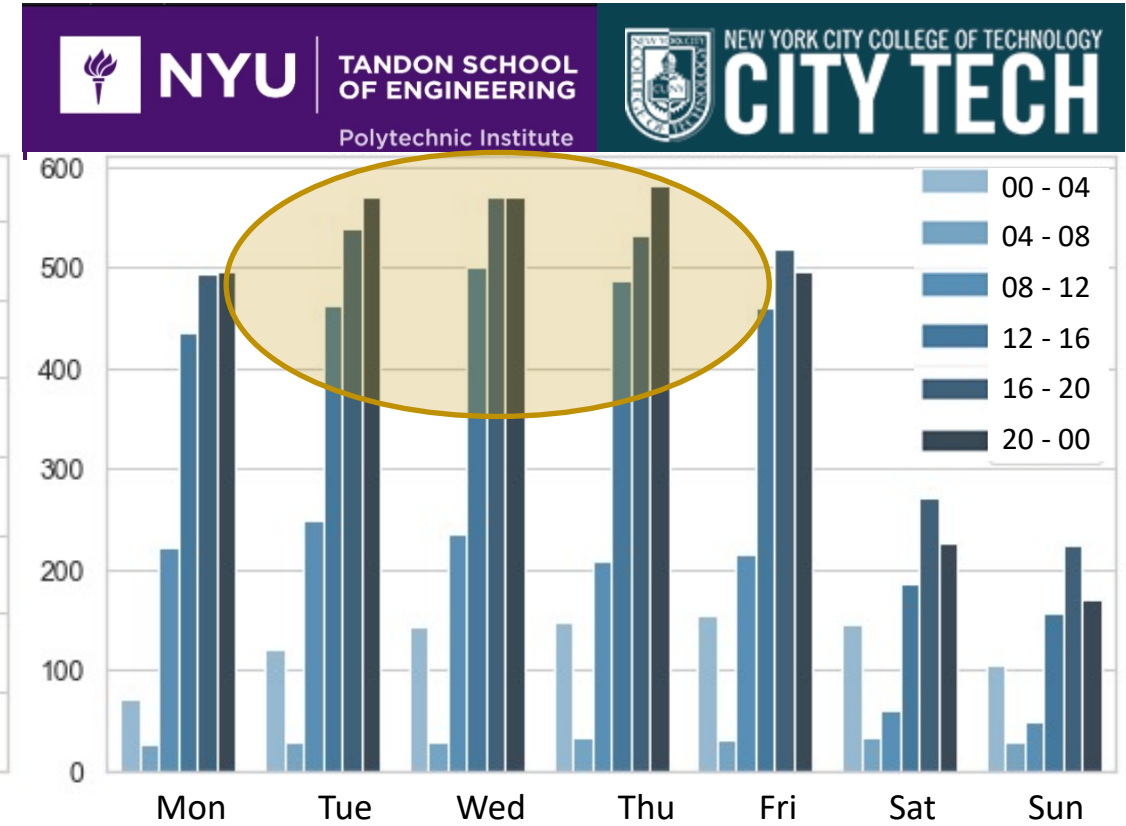
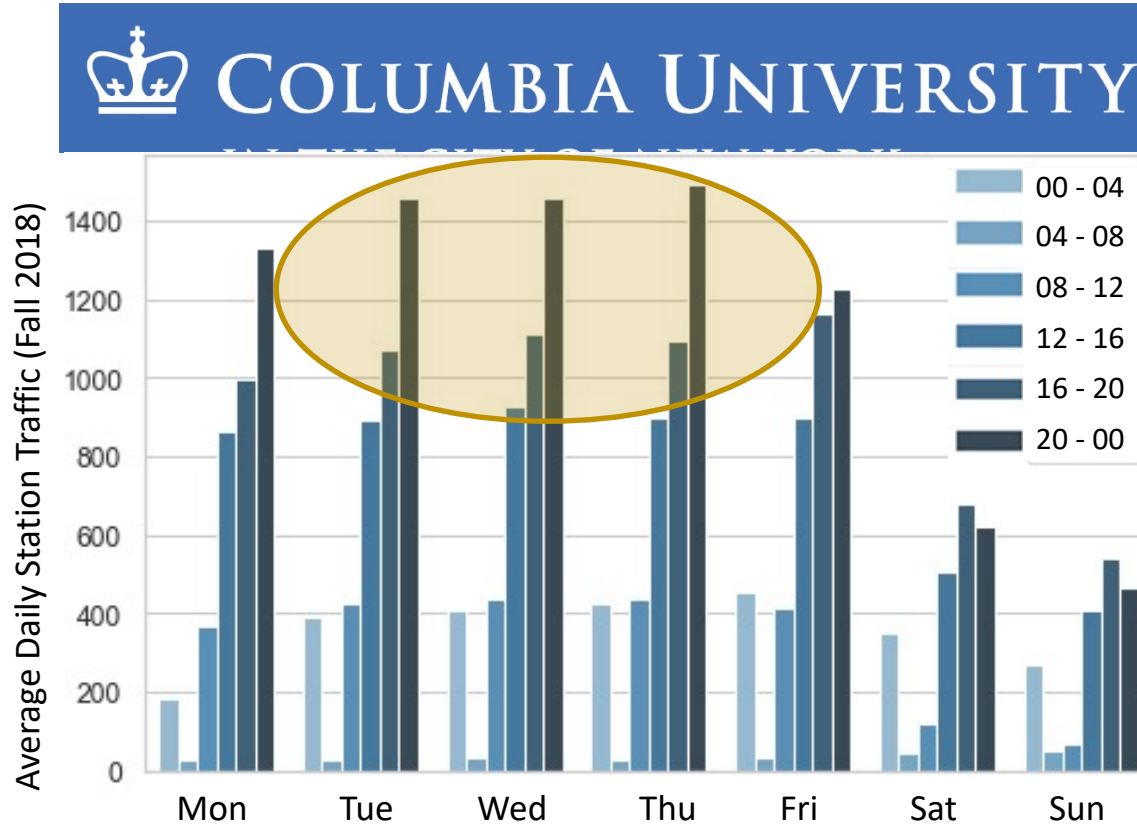
- Assessing the current team deployment, there is limited coverage of stations which directly serve technology-oriented colleges and universities
- WTWY should consider including these stations in their deployment:
 - 116 ST-COLUMBIA
 - 135 ST
 - 6 AV
 - ASTOR PL
 - BEDFORD PK BLVD
 - FLATBUSH AV-B.C
 - JAY ST-METROTEC
 - JAY ST-METROTEC
 - KEW GARDENS
 - KINGSBRIDGE RD

Assessment – Added Street Team Deployment



116 ST – COLUMBIA UNIVERSITY STATION

JAY ST – METROTECH CENTER STATION



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
- Should this registration be insufficient to meet objectives, consider placing street teams at subway stations near additional colleges and universities; WDA has completed the assessment of these locations and can recommend prime day / time schedules by location
 - 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