

FINAL PROJECT PROPOSAL

Metrics & Data Visualization I
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November 15, 2018

01 THESIS



BIG GOAL

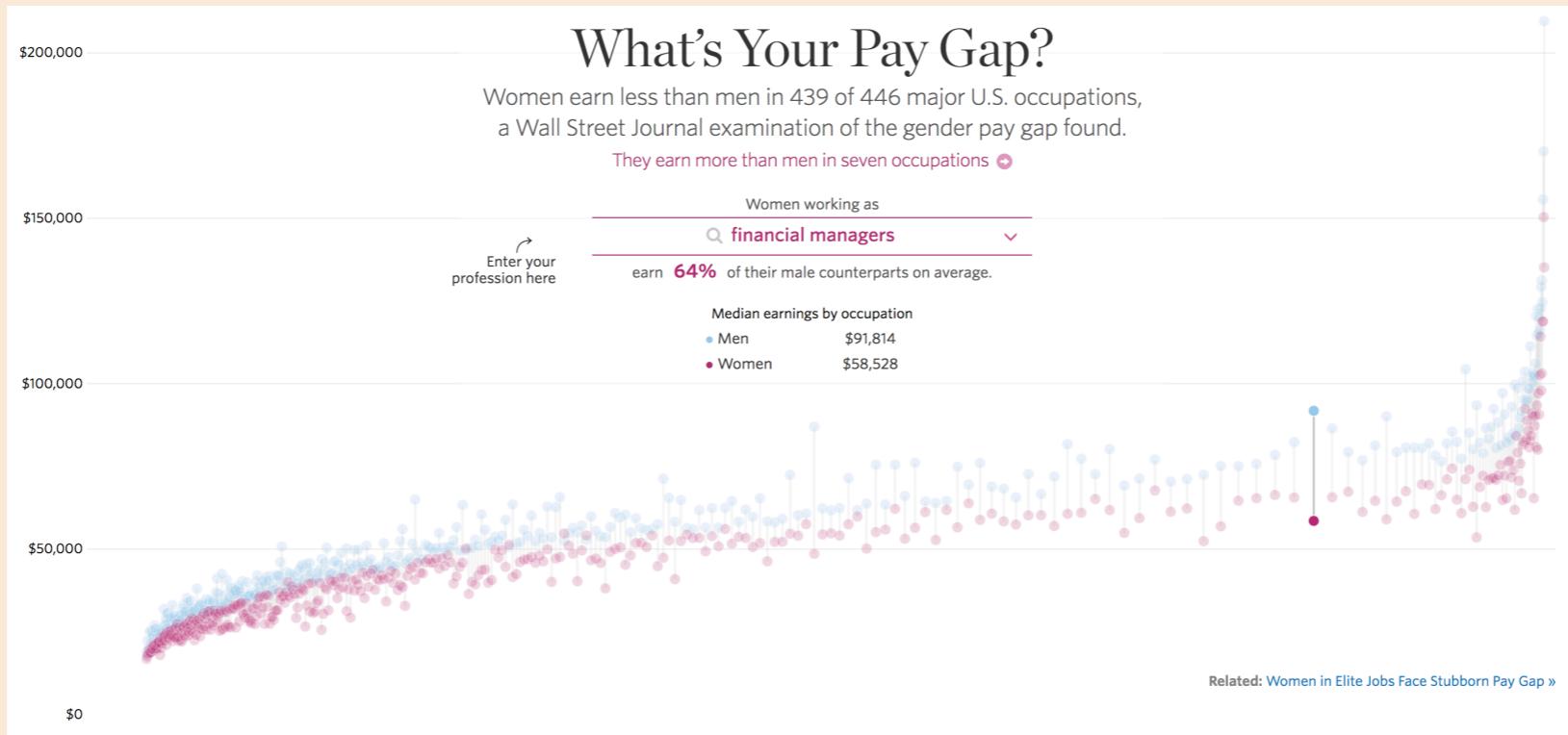
Increase opportunities for women
to access leadership positions

THESIS GOAL

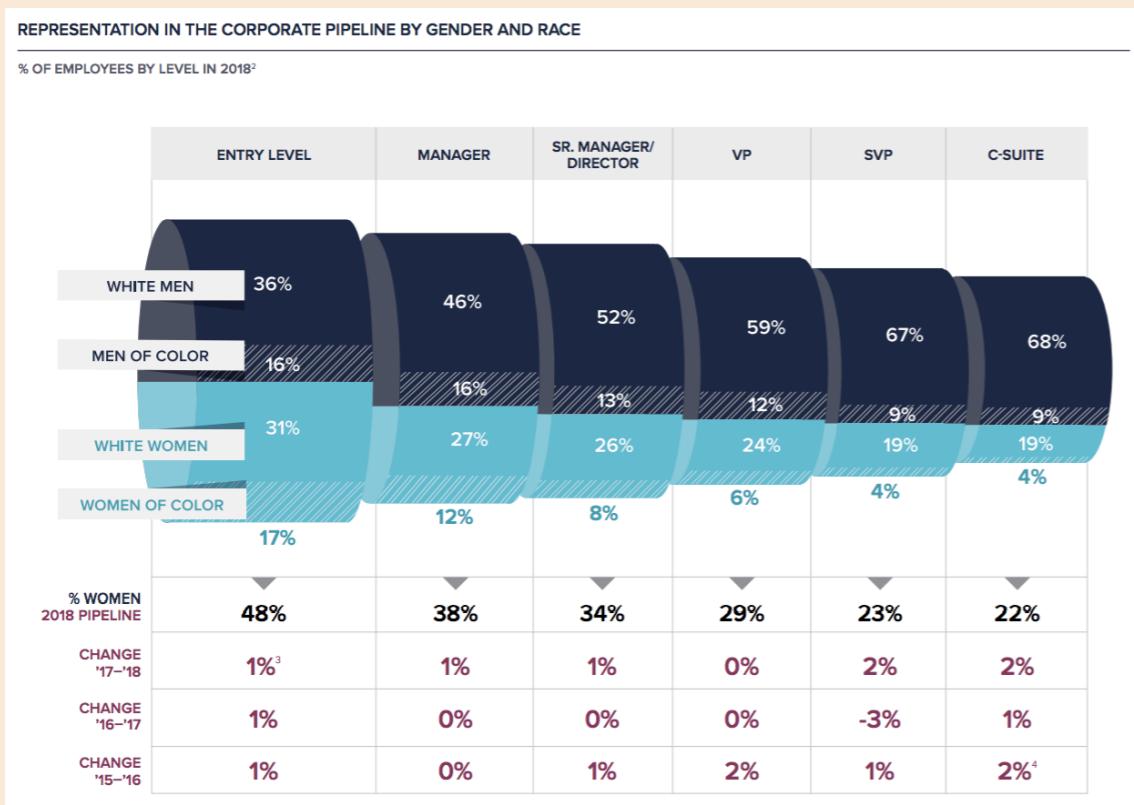
Support new moms to define their goals
as they transition back to work

02 LIT REVIEW

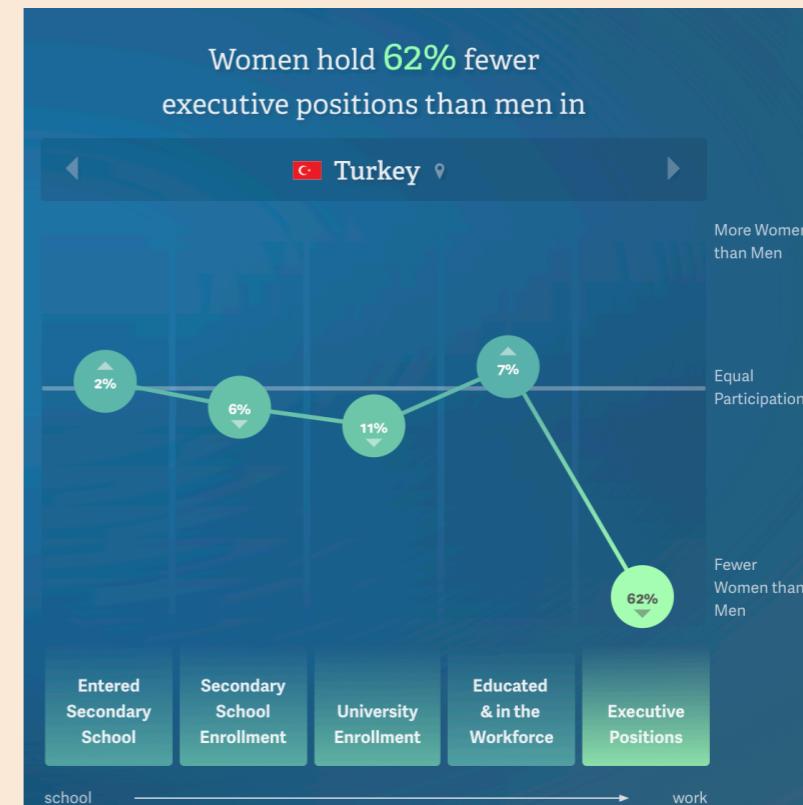
Gender Equality in the Workplace



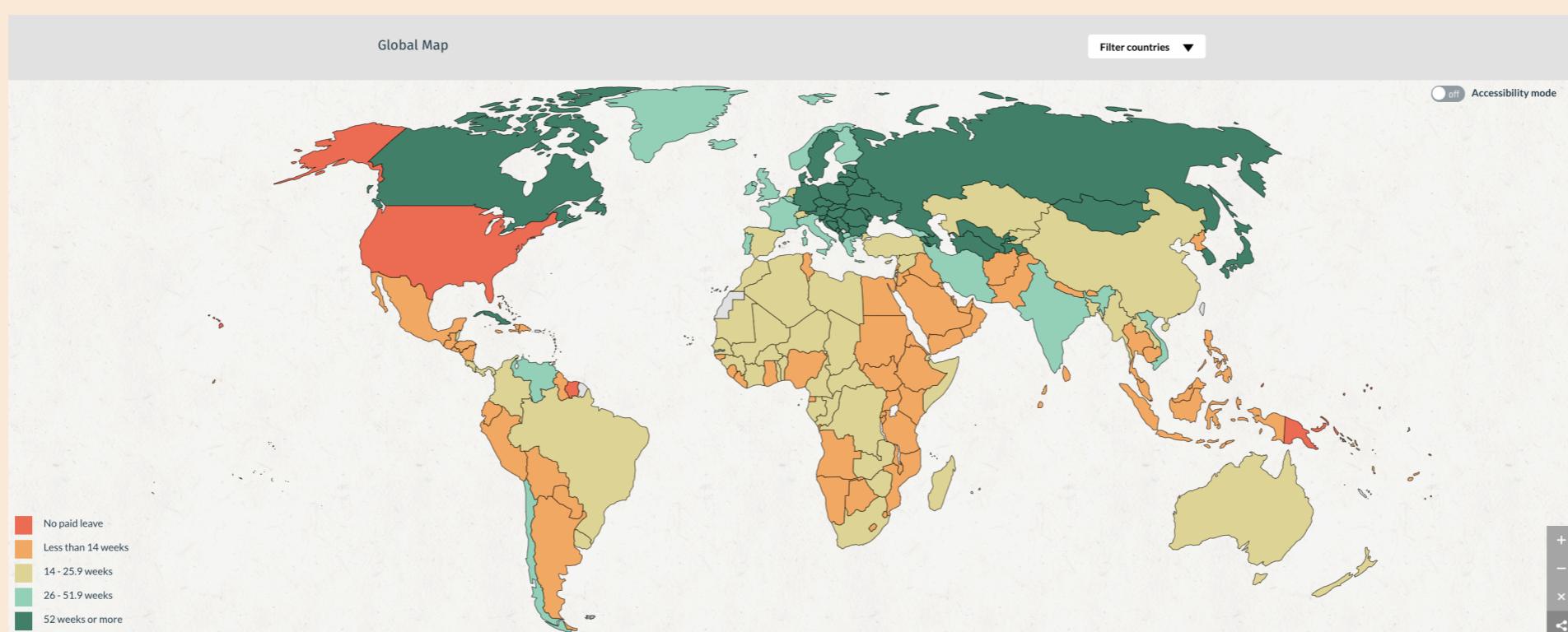
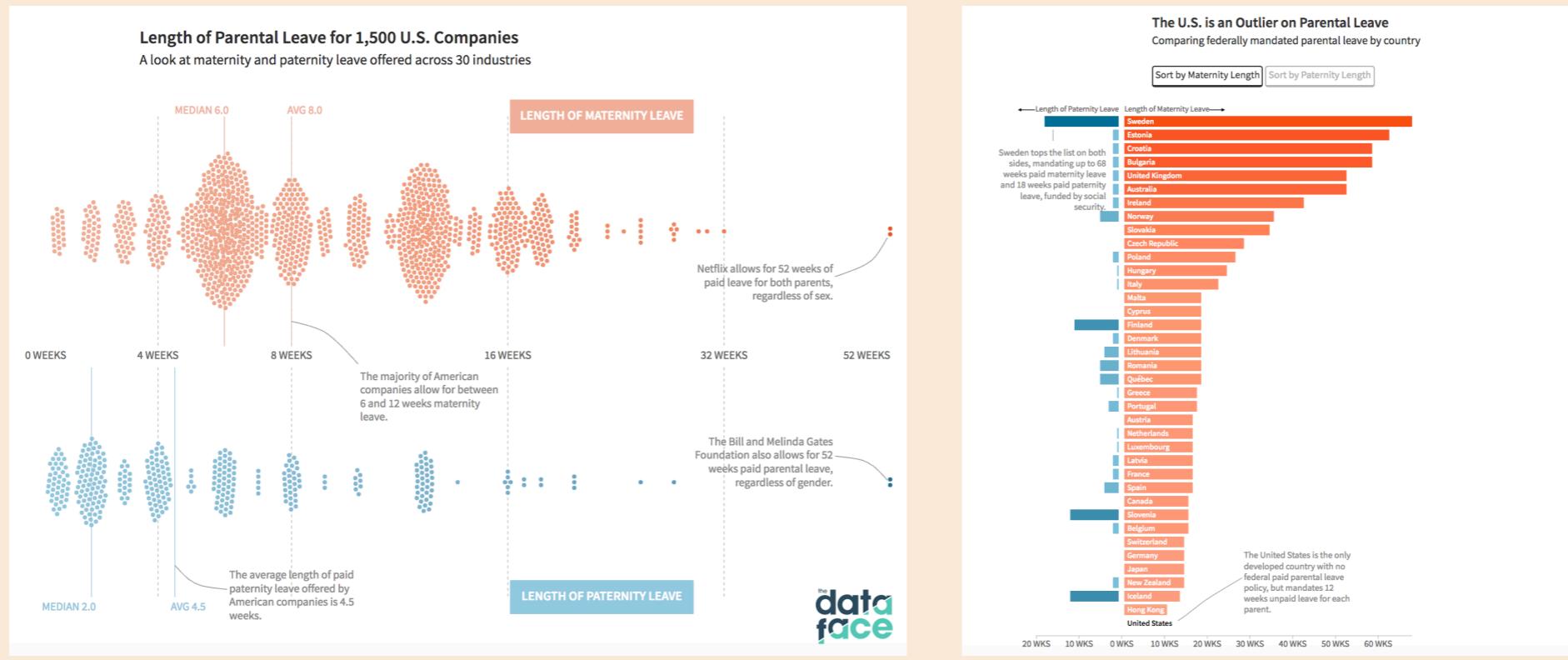
<http://graphics.wsj.com/gender-pay-gap/>



<https://womenintheworkplace.com/>



Parental Leave



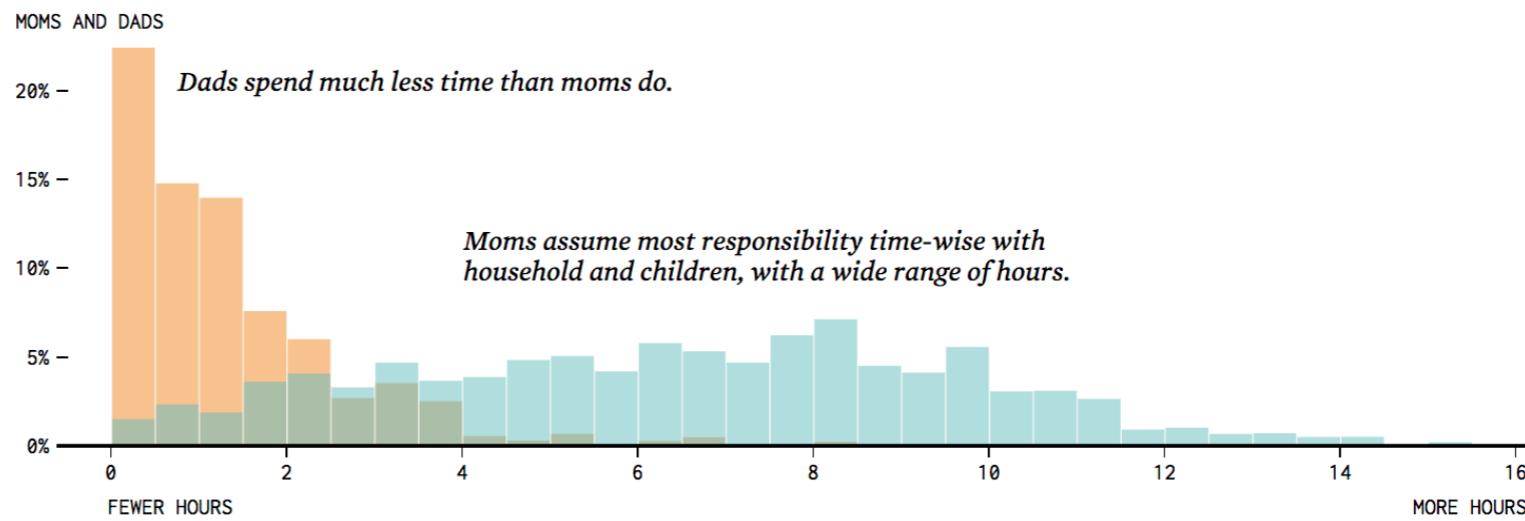
**What about data visualizations that
combine these two?**

WORK HOURS FOR MOMS AND DADS AND THE OVERLAP, BY YEAR



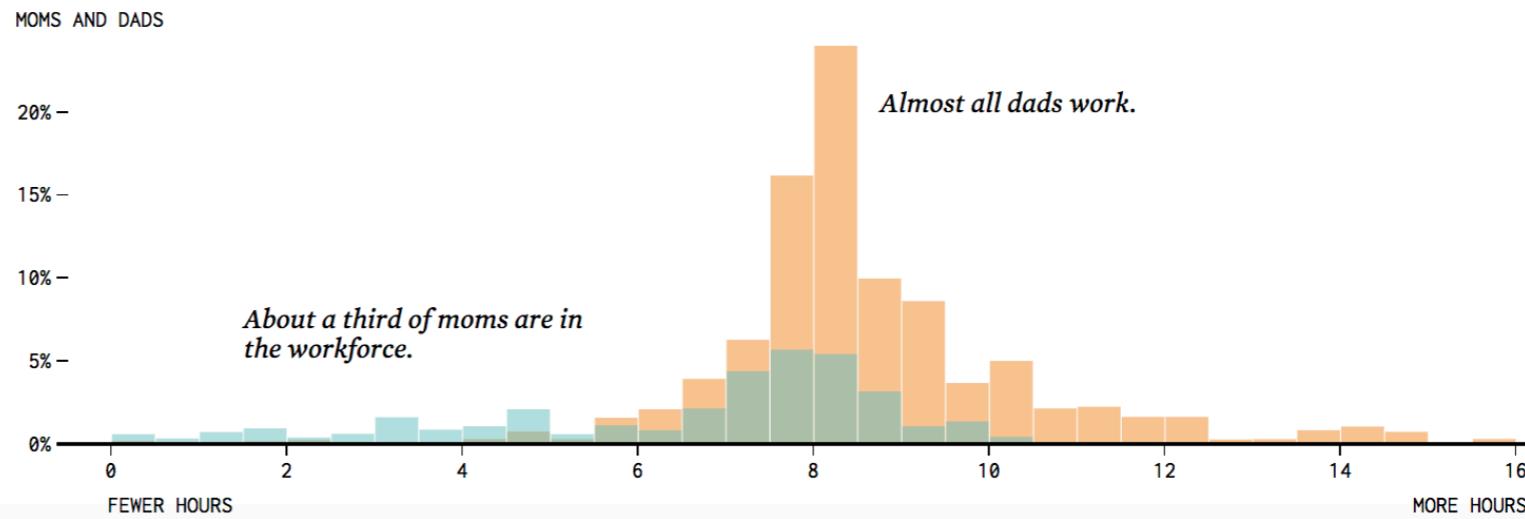
UNPAID HOUSEWORK AND CHILDCARE

In 1965, there is little overlap between moms and dads, as women assume most household responsibilities, including childcare.



PAID WORK

As you would expect, dads mostly work between 7 and a half to 9 and a half hours per day. A much lower percentage of moms work.



03 RESEARCH QUESTION

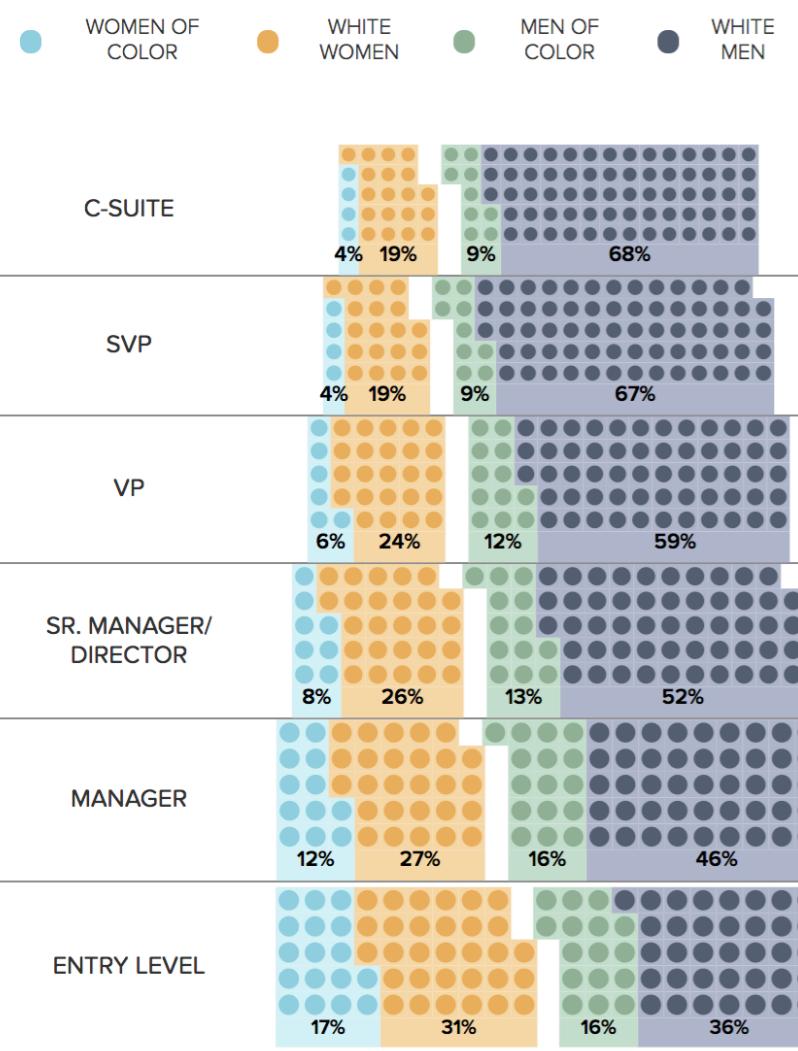
**How can I visualize how having a child
and returning to work affects a
woman's career and leadership journey?**

04 MOODBOARD

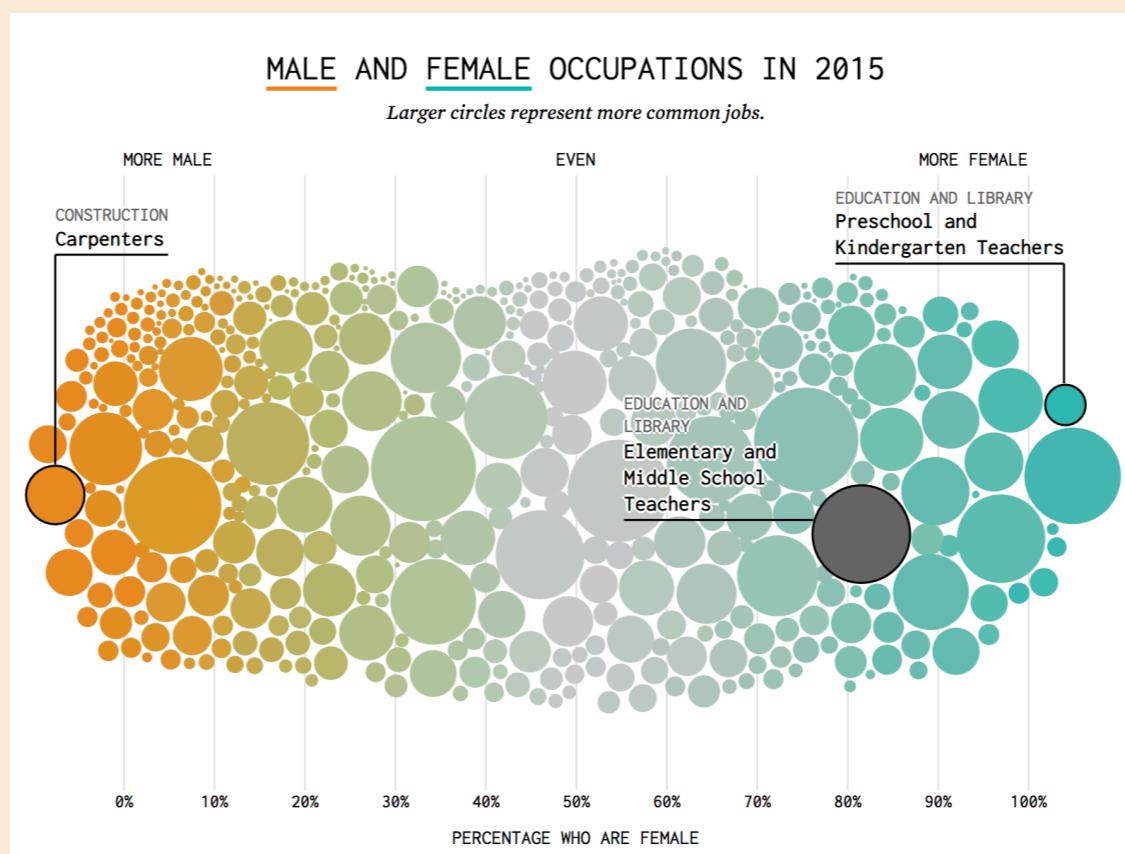


BY THE NUMBERS

The 2018 corporate pipeline



WOMEN'S WELL-BEING: RANKING AMERICA'S TOP 25 METRO AREAS

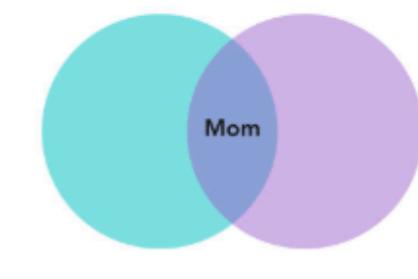


Motherhood In Charts & Graphs

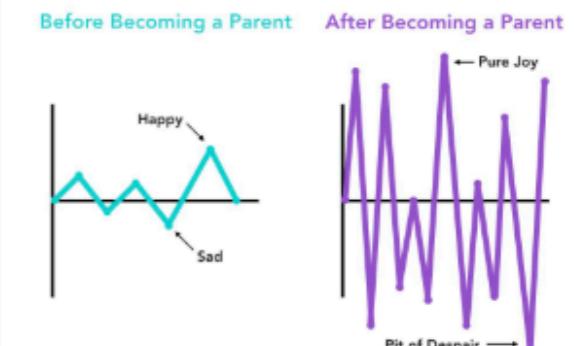
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A Dash of Data

EVERYDAY DUTIES



RANGE OF EMOTIONS



PHOTOS ON YOUR PHONE



05 OBJECTIVE

I will create a simple visualization that
will live on our thesis website.

I want to try to use p5.js! If I'm not able to
I can also use other design software.

Data Sources

NYC OpenData

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New York City Work and Family Leave Survey (WFLS) 2014 

The New York City Work and Family Leave Survey (WFLS), conducted in March 2016, was a telephone survey of New York City residents who gave birth in 2014. Its goal was to improve understanding about the availability and accessibility of paid family leave to working parents. The WFLS also sought to describe the role that paid family leave policies play in achieving health equity for parents and children. The WFLS was made possible through funding by the U.S. Department of Labor Women's Bureau.

Updated
October 5, 2018

Data Provided by
Department of Health and Mental Hygiene

View Data **Visualize** ▾ **Export** **API** **...**

20% of CEOs in the U.S. are women

Only 2% of working women plan to leave the workforce for family reasons

However 43% of highly qualified women scale back at work after having a child

QUESTIONS **RESPONSES 28**

totally financially secure or completely relaxed and partly because I feel like I compromise my wellness and end up skipping the gym or not having that moment to just read a book quietly because I have so many other responsibilities as a mom and a career person.

Lack of understanding between those who have kids and those who don't. Massive gender biases.

Too much time doing stuff for everyone else and not myself, i.e. doctors appointments, hair cuts, etc.

leaving work early to pickup from daycare = career stress and pressure to perfect time management. Feeling guilty you have to hire so much support to take care of your kid. Feeling broke and emotionally drained all the time.

Men who don't pull their weight at home and men who don't understand at work. Inflexible work environments

Have your career goals changed since being a mom? If so, how have they changed?

28 responses

No

I think I work harder now that I have a child bc I feel I need to financially support her and keep the income flowing. Having a daughter, I do feel the choices I make in my career are a demonstration to my daughter of what a woman can do. So, I take pride in being in a leadership position and let her see that women can be hard and strong workers, but still be gentle and kind mommies. I think being divorced and having a kid definitely makes me think about my NEXT career move - I am a mission-driven person, but I also know the realities of providing for my child so I am considering looking for employment that pays a higher salary. However, my goal is not to compromise on the mission-driven factor of why I choose to do what I do, which is social impact/social justice-type work. I think it's important for my daughter to see that success isn't all about money but that it can be a balance of financial stability AND compassion.

Complete reorientation of priorities

yes- no ambition, no travelling

Yes! Moved across the country to be closer to family and companies that (more or less) support working parents.

Yes. I realize that sometimes a lateral move is ok. There are certain times in a child's life when they should absolutely take priorities and other times when it's ok to focus on work. There is no such thing as balance.

Yes. I tend to turn down jobs that require travelling

06 GOALS



To show current gender inequalities in
how workplaces support moms returning
to work

To show how this affects a woman's
career and leadership opportunities

07 SKETCHES



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100 women

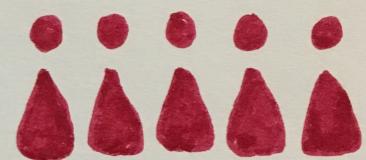
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23 women are
currently CEOs

2 women plan to
leave work for
family reasons

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43 highly qualified
women scale
back at work
(to part-time, remote,
contracting etc.)



THANK YOU!