Girls Inc. of New York City

Pre-G3: The Elsevier Foundation Data Analytics Preparatory Program

Location: New York City

Target group: Girls aged 12-17 years

Budget: $100,000 a year (2019-2021), $75,000 a year (2022-2023).

Primary outcome

The program addresses gender and Race & ethnicity diversity inequities in data science-related jobs by empowering girls through a data science curriculum to become the creators of the world's next great products and companies.

Overview

Understanding and manipulating data is a fundamental aspect of creating business. Data is key to identifying what the market needs are, who the market is targeting, and how to connect with that market.

The 2022 Girls Inc of NYC leveraged key aspects of the Pre-G3 Data Analytics Preparatory Program funded between 2019-2021 by the Elsevier Foundation to deliver the program through their new Girl Boss curriculum. By embedding many of the same critical data skills in a more accessible program, they have been able to more effectively and sustainably equip young women with the 21st century skills they need.

Girl Boss is an experiential entrepreneurship program designed for middle and high school girls. Through the process of planning and designing their own business, girls use important aspects of the data analytics, financial literacy, media literacy, and leadership and community action curriculum to prepare them to become the creators of the world's next great products and companies.

Goals

- Work in a diverse team to achieve a common goal
- Listen and communicate effectively
- Adapt to change and demonstrate passion and perseverance for short-and long-term goals
- Think creatively and take positive risks to develop new ideas and improve on existing ideas
- Develop a deeper understanding of data analytics and how data works in the real world
- Think critically and use data to analyze problems and develop innovative solutions

Activities and milestones

- The Girl Boss entrepreneurship program served more than 200 girls during the 2021-2022 school year.
- Offered as an 8-week course during the school year and a 4-week course over the summer, participants explored topics from ideation to business plan, prototype, venture, and pitch.
- Girls worked in teams to identify gaps of services within their communities, and to develop business ideas by engaging in problem-solving, design thinking, prototyping, market research, survey development and analysis, public speaking and marketing.
- Girls presented their ideas at a mini–Shark Tank/Marketplace competition and hosted a marketplace showcasing and selling their products to a group of judges, including founders, CEOs, and other professionals.
- 83% of girls feel comfortable analyzing and interpreting data
- 61% of girls were interested in pursuing a career that involves math
- 59% of participants felt the program increased their interest in a career in technology, engineering or math
- 97% of participants strongly agreed that they enjoyed the program

Sustainability and future plans

- In addition to the support of the Elsevier Foundation for the data analytics curriculum, Girls Inc of NYC continues to seek and receive funding from individuals, foundations and corporate giving including the Weinberg Foundation and Con Edison.
- The Pre-G3, the Data Analytics Preparatory Program funded by Elsevier has proven a success, reaching more than 2,000 girls across New York City. Girls Inc will continue to develop and deliver this program content to more girls throughout New York City, primarily via the Girl Boss curriculum.

"The Girl Boss program helped me be more confident when speaking in front of large crowds and to be more comfortable working in groups. I tend to be more shy, so it was challenging at first when we were assigned teams but I chose the CMO role, because I really like to design and be creative. I got to work on the graphics for the presentation which helped me become more comfortable when it was my turn to present" — YALITZA, GINYC student, 6th grade

Left photo: Joanni Rodriguez, a senior at Central Park East High School in Harlem, says Girls Inc. of NYC gives her the opportunity to be around women who empower each other. She plans to go into business and hopes to study economics and entrepreneurship at Cornell or Syracuse University. (Photo by Alison Bert)

Right photo: Shenequa Merchant, Central Park East High School Program Director for Girls Inc. of New York City, teaches the principles of entrepreneurship in the Girl Boss seminar. (Photo by Alison Bert)