Digital Girl, Inc.

A STEM PROGRAM. ENRICHING GIRLS FROM THE ROOT.

WORDS FROM US!

For too long, Bedford Stuyvesant and similar communities throughout New York City, have been over looked and underserved regarding academic achievement and economic enablement, thus producing a huge racial and ethnic gap. This lack of attention is threatening the economic future locally and for the country as a whole.

The demand for STEM professionals, specifically in computer science, is increasing with no signs of slowing down. Of the nearly 100,000 public schools in the United States serving over 49.5 million students, only a quarter of these schools are currently teaching computing. With many fields in STEM projected to grow more than 25% in the coming years, the United States will find itself in a tough position to fill these openings. In NYC alone, there are over 37,000 open computing jobs, while NYC academic institutions last year only graduated 3,575 Computer Science majors and only 17% of those were female. There were 3,126 high school students in New York who took the AP Computer Science exam in 2015; only 23% were female; only 230 were Hispanic; only 146 were black.

Digital Girl, Inc. was created with a vision of empowering the inner city youth, especially young girls, to pursue careers and studies in Science, Technology, Engineering and Math. We must prepare all students with the education and skill sets necessary to fill the demand of the ever-growing technology focused job market. The time to invest in the future of our youth can no longer be delayed. There is a movement spreading across the nation that agrees in the urgency of closing the STEM achievement gap. Digital Girl, Inc. is proud to have been at the forefront of this movement and will continue to blaze the trail in hopes that more will follow.

We would like to thank you for your support and attention to our cause. DGI was founded on the backs of our community and we recognize that without support from people like you it would be difficult to sustain our mission. We thank you for sharing this journey with us!

- Michelle Gall, Executive Director and Founder

WHO IS DIGITAL GIRL, INC.?

- Digital Girl Incorporated is a non profit 501(c)(3) organization

- Incorporated in November 2014

- Based in Bedford Stuyvesant

- Dedicated to empowering the underserved youth, especially young girls, to pursue careers and studies in STEM (Science, Technology, Engineering and Math) disciplines.

- Over 1300 K-12 students served to date

*Photo from Hour of Code Event

WHY STEM?

- The United States lags in contrast to other countries in production of scientists, technologists, engineers and mathematicians.

- In 2010, Obama expanded his "Educate to Innovate" Campaign for STEM, in an effort to lift American students to the top of the pack as only 16% of students in High School are proficient in math and science and are interested in pursuing a STEM career.*

- Economic data show that 1 million additional STEM graduates will be needed over the next decade

- STEM-based jobs are expected to grow 17% in the next 10 years, outpacing the overall job growth of 10%.**

- Women in STEM jobs earn 33 percent more than those in non-STEM occupations***

- 1 in 10 STEM professionals is a minority woman****

*Source: http://www.ed.gov/stem
**Source: https://nms.org/Portals/0/Docs/whitePaper/NACME%20white%20paper.pdf
***Source: http://www.whitehouse.gov/sites/default/files/microsites/ostp/stem_factsheet_2013_07232013.pdf
****Source:http://www.esa.doc.gov/sites/default/files/reports/documents/educationsupportsracialandethnicequalityinstem_0.pdf

- Digital Girl Incorporated is a non profit organization dedicated to empowering the underserved youth, especially young girls of Bedford Stuyvesant to pursue careers in STEM disciplines, therefore maximizing their potential to be contributing individuals in society. It is our goal to stimulate an interest in studies pertaining to STEM to inspire student academic growth, close achievement gaps, decrease dropout rates and increase high school graduation rates.

- The United States is lagging in contrast to other countries in production of scientists, technologists, engineers and mathematicians. In 2010, Obama expanded his "Educate to Innovate" Campaign for STEM, in an effort to lift American students to the top of the pack.

- Projected job growth is 21% for STEM jobs over the next 5 years compared to 10% for non-STEM jobs . While this is great news, women only comprise of 25% of STEM jobs and only 9% are women of color.
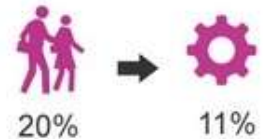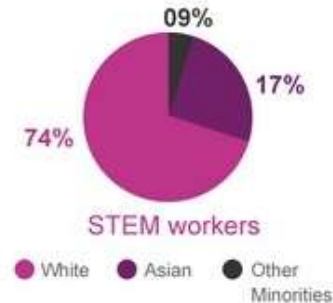
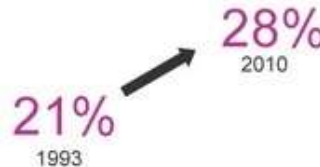**STEM jobs** are projected to **grow twice as quickly** as jobs in other fields[3]

STEM Facts on Women & Girls

74% / **26%**
74% of STEM workers are male. Only 26% are female.

09% / **17%** / **74%**
STEM workers
● White ● Asian ● Other Minorities.

20% → **11%**
Women comprise more than 20% of engineering school graduates, yet only 11% of practicing engineers are women

21% 1993 → **28%** 2010
Women were 28% of all workers in S&E occupations in 2010, up from 21% in 1993

Women's presence among computer/mathematical scientists declined from 31% to 25% over the period, but only because men's rate of growth in this area was higher than women's. The number of women working in computer/mathematical sciences has increased more than in any other broad occupational area.
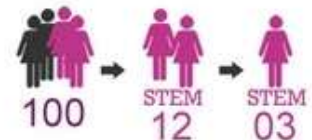
100 → STEM **12** → STEM **03**
Of 100 female bachelor students, 12 graduate with a STEM major but only 3 continue to work in STEM fields 10 years after graduation.

$1 / **$0.92**
The wage gap between women and men is much smaller in STEM occupations than other occupations. In STEM fields, women earn $0.92 for every $1 earned by men, compared to $0.77 for other fields.
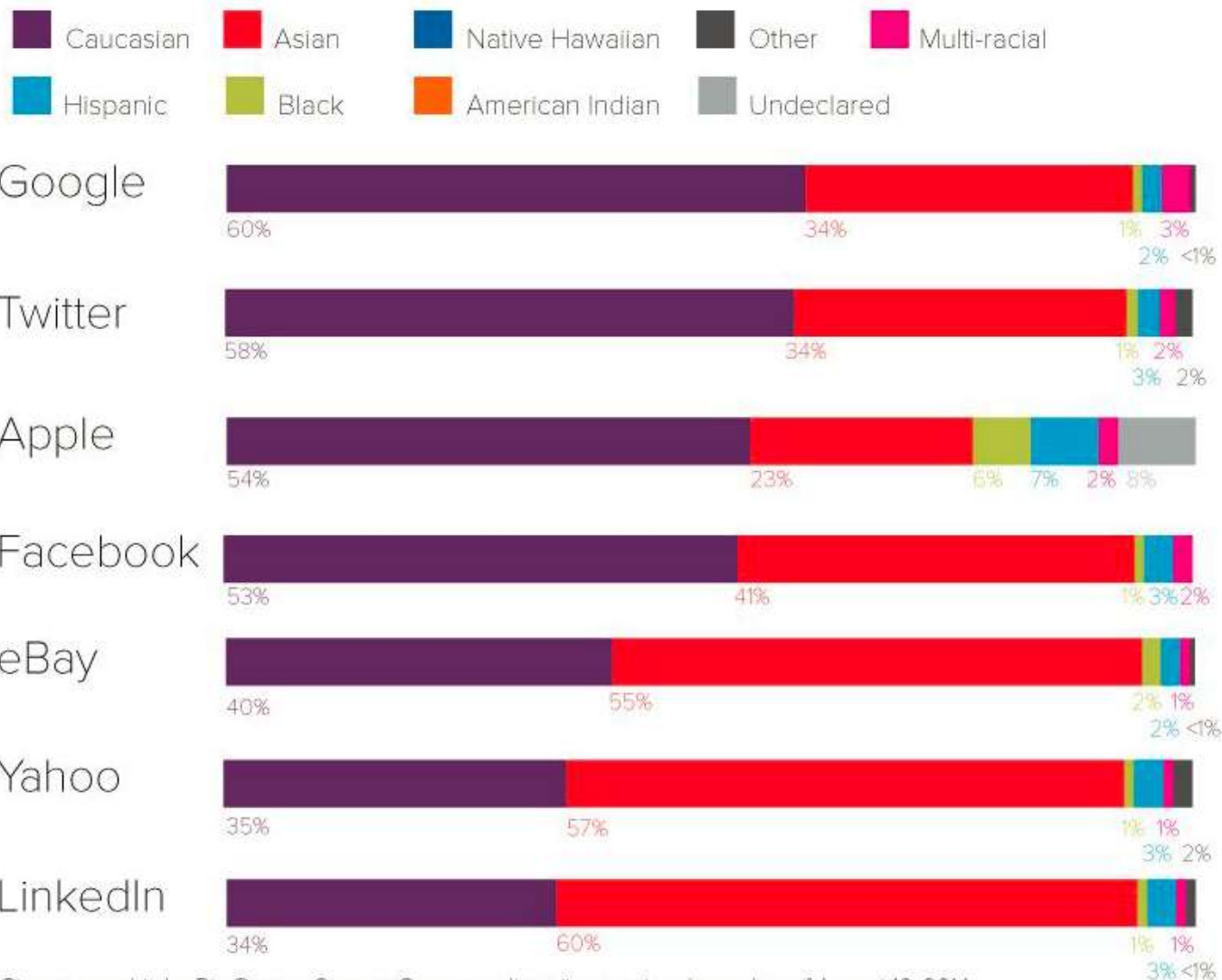
<25% STEM Jobs
Although women fill close to half of all jobs in the U.S. economy, they hold less than 25 percent of STEM jobs.

Women with STEM jobs earned 33 percent more than comparable women in non-STEM jobs, considerably higher than the STEM premium for men. As a result, the gender wage gap is smaller in STEM jobs than in non-STEM jobs.

DIVERSITY: TECH

Legend:
- Caucasian
- Asian
- Native Hawaiian
- Other
- Multi-racial
- Hispanic
- Black
- American Indian
- Undeclared

Google
60% | 34% | 1% 3% | 2% <1%

Twitter
58% | 34% | 1% 2% | 3% 2%

Apple
54% | 23% | 6% 7% 2% 8%

Facebook
53% | 41% | 1% 3% 2%

eBay
40% | 55% | 2% 1% | 2% <1%

Yahoo
35% | 57% | 1% 1% | 3% 2%

LinkedIn
34% | 60% | 1% 1% | 3% <1%

Gigaom graphic by Biz Carson. Source: Company diversity reports released as of August 19, 2014.
Cisco, Pinterest, Microsof, HP and Intel did not release tech breakdowns.

OUR GOALS

- To stimulate an interest in studies pertaining to STEM to inspire student academic growth in minority students

- To close achievement gaps between minorities and more fortunate students

- To decrease dropout rates and increase high school graduation rates

- Increase the enrollment rate to Specialized High Schools like Brooklyn Technical High School of minority students

- Increase the enrollment rate of minority students to attend colleges in pursuit of STEM majors

- Provide financial assistance to selected students for college

- Provide access to technology services and hardware

WHAT WE DID IN 2015!

➢ Hosted Hour of Code, in February 2015, for 135 4th and 5th grade students (along with 8 teachers) at PS 59 in Bedford Stuyvesant
➢ Completed a 20-week After-School Coding Program at PS 21 (2 classes) and PS 59.
➢ Hosted Introduction to Technology Workshop for Parents at PS 21 which included Internet Origins and Safety, The World of Social Media and a crash course in coding.
➢ In May 2015, Digital Girl Inc partnered with Children of Promise to host an Hour of Code class. Children of Promise is a community based, non-profit organization, in Bedford-Stuyvesant, whose mission is to embrace the children of incarcerated parents and empower them to break the cycle of intergenerational involvement in the criminal justice system.
➢ In May 2015, was joined by Voya Financial as we hosted Hour of Code for 150 4th and 5th grade students at PS 126 in Chinatown.
➢ In July and August 2015 DGI operated a 7 week summer program as a partner with
  ▪ Children of Promise facilitating 3 classes for their 10-13 year old participants;
  ▪ Police Athletic League (PAL) Wynn Center – 2nd through 5th graders
  ▪ CAS Test Prep Summer Program – 7th and 8th graders
➢ In October 2015, began our 6 session High School Job Shadowing Program at Con Edison
➢ In October 2015 held several classes at Microsoft Flagship Store for their grand opening week.
➢ In December 2015, brought Hour of Code to P.S. 5 and Boy's and Girl's High School for Computer Science Week as part of the Borough President's #CodeBrooklyn initiative.
➢ In December 2015, kicked off our monthly boot camp workshops at We Repair in Crown Heights for youth and seniors.

Measurement Objective	2015 Results
Through programming and workshops extend our reach to 600 participants	Exceeded this prediction by 60%, providing educational services to 1000 program participants.
Provide programming in 10 public schools of community organizations	Exceeded this prediction by 30%, providing programming at 13 schools and/or community organizations.
80% of students will demonstrate academic independence	Through project based programming 90% of participants completed a minimum of 2 projects independently.
100% of students will receive additional hours of math instruction	Digital Girl provides 50 additional hours of math instruction on a yearly basis for program participants.
100% of students will receive additional hours of science instruction	Digital Girl provides 50 additional hours of science instruction on a yearly basis for program participants.
80% of participants report an increased level of confidence in their ability to problem-solve	Project reviews, testing and surveys showed growth and mastery of the taught problem solving techniques of at least 80% of program participants.
70% of students return for 2nd session of courses.	90% of participants that participated in our fall programming enrolled in DGI spring programming.
80% of students will attend all programming on time	Digital Girl consistently has at least an 80% attendance rate for all programs
75% of student demonstrate a mastery of course content	Testing and project completion shows on target projections.
100% of students have supervised productive activities after school hours	Digital Girl, Inc. provided free OST programming, allowing parents to enroll their children in programming afterschool. In some cases no other afterschool opportunities existed. On target.
80% of students receive professional and/or real life application experiences	Digital Girl, Inc. provided mentorship and real life opportunities through field trips to corporate offices and/or cultural institutions. On target.

HOPE FOR OUR FUTURE

By end of 2015	• Set up headquarters located in Bedford-Stuyvesant • Introduce Digital Girl's Hour of Code program into minimum 10 schools and/or CBOs within Bedford Stuyvesant and other boroughs, for example: **> FDNY High School** **> P.S. 126 Chinatown, NYC**
By end of 2018	• Ensure that every public school within Bedford Stuyvesant has a STEM program in their school • Continue to find other neighborhoods and/or cities with similar demographics to open other annexes.
By end of 2020	• Increase the number of girls pursuing STEM as high school and college majors in Bed-Stuy
By end of 2030	• Double the rate of female professionals in STEM careers in Bed-Stuy therefore decreasing the percentage living below poverty. Women who work in STEM earn an average of 33% than counterparts in other fields. • Identify other cities and countries where there is a need for programs like Digital Girl, Inc.

WHAT'S TO COME IN 2016!

- Partnering with additional schools on the Hour of Code program, expanding it into full programming course.

- Afterschool and Summer Enrichment Programs specializing in engaging activities designed around STEM disciplines.

- Expand our Young Professional Development (YPD) program which engages young people in intentional, productive, and constructive ways, while recognizing and enhancing their strengths.

- Collaborations with community sports organizations to offer an academic arm to their team.

- Test Preparation for the Specialized High School Acceptance Test (SHSAT).

- Partnerships with cultural organizations like the Intrepid Museum to offer Science In The Arts programs and workshops with GOALS for Girls.

- Field trips to technology headquarters and integration with staff already working in STEM disciplines, aiming to show girls alternatives careers other than those that are considered traditional female employment.

- Partner with NY State Senator Hamilton's "The Campus" technology initiative.

- Host our Inaugural Benefit honoring women pioneers Ntozake Shange, Dwana Smallwood and Claudia Whittingham.

MEDIA COVERAGE

Mayor de Blasio and Brooklyn Navy Yard Announce Groundbreaking of Dock 72 Tech and Innovation Hub

May 5, 2016

$380 million project will support the rapidly emerging technology and creative industries in Brooklyn

With 4,000 living wage jobs, Dock 72 is key piece of de Blasio administration plan to double employment at the Brooklyn Navy Yard by 2020

Technology Nonprofit Teaches Coding to Brooklyn Girls

By Camille Bautista on December 12, 2014 5:17 pm

BEDFORD-STUYVESANT — Science teacher Donna Johnson watched with pride as her students played Angry Birds in class.

Fifth-graders at P.S. 21 in Brooklyn cheered as the little red characters stomped around on their computer screens as part of this week's Hour of Code campaign, a global initiative introducing kids to computer science.

Fifth-graders at P.S. 21 in Brooklyn participated in an Hour of Code computer science lesson, hosted by new STEM nonprofit, Digital Girl Inc.

EDUCATION

Teaching tech tools to NYC kids

BEBC offers tuition FREE career preparation!

LIBI
The College for Career Education
Welcome To Your Future

Non-profit teaches tech skills at Bed-Stuy school

February 12, 2015 11:58 AM

The group encourages kids to pursue science, technology, engineering and math. (2/12/15)

Digital Girl, Inc. Brings Hour of Code to Bed-Stuy!

STEM for girls

Support Digital Girl, Inc. To Empower More Girls Into STEM

OUR PROUD PARTNERS

DGI was successful in securing partnerships with community organizations and corporate entities to donate services to our mission:

MORE ABOUT US!

Current Programs

- P.S. 21 Afterschool – Computer Programming II
- P.S. 59 Afterschool – Introduction to Programming
- P.S. 126 Afterschool – Introduction to Programming
- FDNY High School – Introduction to Computer Science
- School of Future Brooklyn – Introduction to Computer Science & Digital Arts
- Con Edison Job Shadowing Program
- Microsoft Store Student & Educator Workshops
- CPNYC – Coding Club
- PAL – Team Girl Hack Club
- CAS Test Prep – SHSAT Prep
- Career Day at VOYA Financial

Our Team

- Michelle Gall – Digital Media Specialist
- Toni Robinson – Application Developer, IBM
- Ledell Robinson – Trinity College Student Intern
- Michael Prude – Technology Developer (former COO of TACT)
- Racquel Bujanis – Masters of Computer Science
- Jon Cohen – Lesson Plan Coord., FSU
- Sam Adewumi – Educator, Brooklyn Technical High School
- Brittney Sinclair – Class Instructor
- Gene Gurvich – IT Professional
- Steve Krouse – The Coding Space
- Vas Sudanagunta – IT Professional
- Tracey Costello – Board Member
- N. Joi Williams – Board Member
- Eugene Jensen – Board Member
- Davon Robinson – Board Member

DIGITAL GIRL INC.
BUDGET – 2016

Digital Girls Inc.
Budget For The Period Ending December 31, 2016

Personnel Costs

	Salaries	150,000
	Fringe @ 20%	30,000
	Total Salaries	180,000
	Consultants	2,000
Total Personnel Costs		182,000

Other Than Personnel Costs

	Accountant	1,000
	Awards and Trophies	1,000
	Bank Charges	300
	Board Meetings	500
	Board's Discretionary Fund	2,000
	Books	2,000
	Broadband Services	1,000
	Community Sports Collaboration	4,000
	Conferences	800
	Gifts and Thank Yous	1,000
	Hardware/Software	6,000

High School/College Visits	25,000
Insurance	2,000
Internet Fees	600
Office Space/Rent	32,400
Office Supplies	1,000
Parent Advocacy Programs	3,000
Permits & Fees	3,000
Photocopying	6,000
Postage	600
Software	1,000
Specialty Programs	2,000
Specialty Workshops	3,000
Staff Development	1,000
Staff Travel	5,000
Stipends	25,000
Subscriptions	200
Summer Camp Sessions	30,000
Supplies	3,000
Technical Training	4,000
Telephone	2,400
Transportation	3,000
Trips (Bus & Admission Fees)	20,000
Uniforms	2,000
Utilities	3,000
Website	600
WISP	6,000
Total Other Than Personnel Costs	204,400
Total Proposed Budget	386,400

"The direction in which education starts a man will determine his future in life."
- Plato

"The direction in which education starts a man will determine his future in life."

- Plato