

High Tech Learning Lab Unveiled at the YW



Cutting the ribbon and officially opening the Time Warner Cable Learning Lab at the YW's Family Resource Center.

On October 17, the YWCA of the City of New York (YW) was thrilled to cut the ribbon on the new Time Warner Cable Learning Lab at our Family Resource Center (FRC) located at 500 W 56th St.

Thanks to a \$50,000 grant from Time Warner Cable, the Learning Lab is a mobile hub for girls and women to improve their STEM skills. Technology in the space includes state of the art Smart Televisions, 35 laptops with Windows and Mac operating systems, iPads and cameras.

This brand new digital space puts the YW in the position to work towards

closing the gender gap in STEM in New York City. It allows the YW to expand our girls programs beyond the after school environment.

At the ribbon cutting, Manhattan Borough President Gale Brewer congratulated the YW on working towards equity in STEM. Time Warner Cable's Regional Vice President of Operations John Quigley added, "The technology is beautiful and cutting edge. State of the art and fast access is life changing for women in the community."

The Learning Lab will be home to many signature YW programs: YW Geek Girls Club™, YW Geek Girls Meet Up™, YW

Amplifying Multiple Perspectives (AMP) Leadership Program™, CEO Salon Series™ and the Women's Empowerment Network.

Our YW Geek Girls Club and YW Geek Girls Meet Up are programs for teenage girls to advance their STEM skills and get connected to inspiring women in the STEM field. Not only does the YW want to help girls enter the STEM field, but we also aim to give girls the tools to thrive and persist in their respective careers.

The brand new Learning Lab will be the cornerstone of the YW's future work, and we are excited about the road ahead!

Letter from the CEO: Dr. Danielle Moss Lee

Dear Friends,

This year at the YWCA of the City of New York (YW), we continued our effort to engage traditional and new stakeholders more deeply in an effort to remain true to those who kept us going for 156 years while making room for those who will lead us into the next 156 years. I called it “Intergenerational Generosity,” and it reflects our commitment to multi-generational girls and women engaged in multi-dimensional sharing and learning toward the advancement of a common agenda: gender equality.



Dr. Danielle Moss Lee

You may be wondering how we will do that. First, we made a commitment to state our values. Second, we invited women and girls and men and boys of every age and background onto the field. We understood that as the nation’s oldest women’s organization, we have an important role to play in advancing gender equity. At the same time, we also know that as a youth-serving organization with a community focus, our efforts are only strengthened by engaging men and boys in the discourse. Third, we set some ground rules. We invited women and girls to be authentic in their feedback. We agreed to risk something, to release privilege and to suspend judgment about whose view of feminism was the most valid. Finally, we agreed to be accountable for how we engage women and girls of every age and how we use our platform to advance equity and equality.

The exciting aspect of this framework is that we began to live it out through our programs. We made a commitment to close the STEM gap and re-launched our technology center to more effectively serve women and girls. We hosted our First Annual Potential to Power Girls Symposium, where all the speakers were girls and many of the audience members were women of influence. We expanded our speaker series beyond Women’s History Month – because I’m a woman every month of the year – to more deeply engage women and those who care about gender inequality in meaningful discussions about how to advance equality across industries, communities, and cultural groups.

There are lots of amazing non-profits in New York City, and most of those organizations have very compelling mission statements. I’m truly thrilled to be at the YWCA of the City of New York during what seems like a time of amazing transformation; a time when we are stepping into the core of the mission and working to live it out through our programs. I invite you to join us on this exciting journey.

Dr. Danielle Moss Lee
Chief Executive Officer
YWCA of the City of New York

Kelly Hoey teams up with the YW’s Geek Girls

Marketing guru Kelly Hoey has teamed up with the YWCA of the City of New York (YW) as the 2014-2015 Chief Technology Ambassador for YW Geek Girls Club™ and STEM initiatives.

She took the time to answer a few questions about STEM and her career exclusively for the YW!

How can CBOs and tech companies work together to improve the persistence of women in STEM?

To get girls into STEM they need to see not only the immediate job

opportunities, but the possibilities (role models) and to get them to stay, they need mentors and career champions. The Geek Girls Club is a great example of where this can all start.

If you could give any advice to a teenage girl in STEM, what would it be?
Stick to it! The long-term benefits greatly outweigh any immediate downside. To succeed in any profession you need to work hard, but in STEM the possibilities are endless as to what you can achieve. STEM is truly a career that is only limited by imagination.



Kelly Hoey, Chief Marketing Officer at Cuurio

To read the whole interview, visit:
<http://www.ywcanyc.org/Kelly-Hoey>

Innovative programs for girls comes to NYC

This school year, we launched two programs exclusively for teenage girls across New York City: **YW Geek Girls Club™** and **YW Amplifying Multiple Perspectives (AMP) Leadership Program™**.

Operating out of the Family Resource Center, **YW Geek Girls Club** is a 25-week program that will enhance girls' STEM skills and enable them to solve real world problems in their communities. Geek Girls gain exposure to exciting STEM fields through hands-on activities and by working with women mentors of various STEM-related backgrounds.

Our next program, **AMP Leadership**

Program provides girls with the opportunity to amplify their voices to address social challenges relevant to them and their communities. AMP Leaders will tackle important social issues using their skills and network to help create lasting social change. At the end of the program, girls emerge as young leaders in their communities ready to implement change.

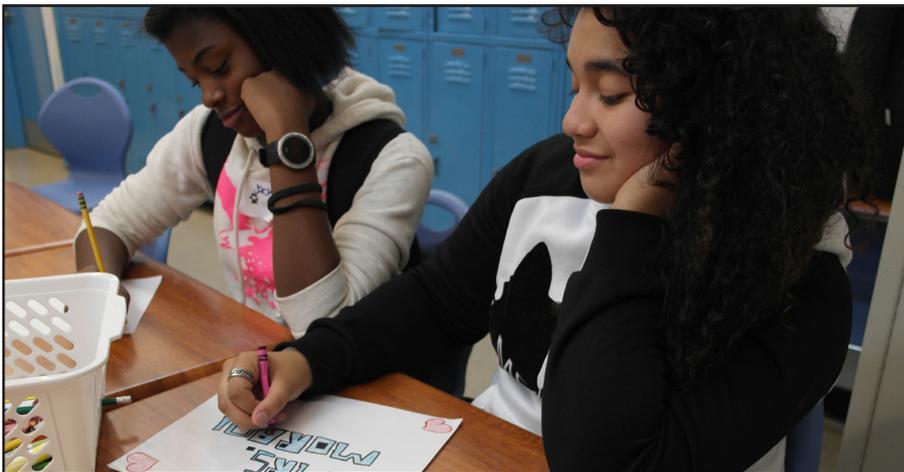
Geek Girls and AMP Leaders will be an inaugural and powerful group of diverse girls in NYC. They will lay the groundwork for up and coming YW innovations. These programs empower young girls today so that they become the powerful women of tomorrow.



YW teen girl in the first year of Geek Girls at Independence High School.

YW GROWS

YW programming expands to middle schools



Students taking an art class at New Design in Harlem.

The YWCA of the City of New York (YW) after school programs have expanded to middle schools in New York City!

Starting this fall, the YW has new homes at New Design Middle

School in Harlem and Brooklyn Collaborative in the Carroll Gardens section of Brooklyn. These education and youth development programs infuse cultural literacy with arts to create civically and socially engaged students.

Our Site Director at New Design said, "As New Design has faced budget cuts, programs such as dance and music are no longer offered during the day, so our enrichment programming fills a significant need for this community."

YW after school students will work towards building their self awareness and honing in on new skills to strengthen their communities. We work in the classroom to affect changes outside of the classroom.

The expansion of the YW's signature after school programs into middle schools in New York City gives us the opportunity to build new relationships and engage new communities.

Speaking Out for Girls: Girls Symposium



(Left) High school students collaborating with *Orange is the New Black* author Piper Kerman. (Right) Youth discussant Taysha Milagros Clark engaging with other high school girls.

Who is the 21st Century Girl? How can we support her aspirations? What happens when 200 girls and women unite to find out?

The YWCA of the City of New York (YW) took on these questions and more on June 2 at the **First Annual Potential to Power Girls Symposium**. The YW convened over 150 girls and 50 influential women to engage in important discussions about racial and gender equity in New York City.

The day featured a blend of fun and enlightening discussions between girls and women. Young women's voices had the spotlight as the event featured a Youth Keynote by Mehar Gujral followed by two panel discussions with two high school girls and two college-aged young women. The panels expressed the challenges and opportunities facing teenage girls and young women.

After the youth speakers, the floor was opened for discussion at each individual table between the girls and influential women. Influential women guests included author of *Orange is the New Black* Piper Kerman, MSNBC Host Melissa Harris-Perry, Political Analyst Zerlina Maxwell and model and activist Christy

Turlington-Burns.

The day had many surprises and inspiring moments for the crowd including a special poem commemorating the day by 2014 NYC Youth Poet Laureate Ramya Ramana and an announcement from our Board Chair Marcia Sells that the Mayor's Office declared June 2, 2014 "YWCA's Potential to Power Girls Symposium Day."

The energy in the room was electric and erupted into celebration as #yw21cg trended on Twitter.

The day was moving and inspiring for all attendees. Our Senior Director of Girls Initiatives Darcy Morales recalls, "I remember how excited the youth were at the end of the day because they realized there were other groups of girls having similar conversations about gender and gender equity across the city. That's what inspired the youth at Fontbonne Hall Academy to start their Women's Empowerment club at their school to stand up for gender equity."

The Potential to Power Symposium was the start of a movement and the first of many YW events for teenage girls to come. Join us in changing New York City for women and girls.

Lights, Camera, YW in Action!



Student at PS 90 drawing the basil and tomato plants in the garden.

June - August 2014

Going green at the YW Summer Camp

Our summer camp students were sad to see the summer end. This year, they spent a lot of time exploring New York City on various field trips and gardening in the sunshine. We partnered with the Food Bank of NYC to teach students healthy cooking and eating habits.

Kids loved the opportunity to learn outside of the classroom while exploring parts of NYC that they had never seen before!

June 20, 2014

Summer Soiree honors ground breaking women

This year's 10th Annual Summer Soiree was an opportunity to dance the night away, raise money for YW programs in a Silent Auction and let innovative women shine!

ESSENCE Magazine Editor-in-Chief Vanessa Bush, Founder of Girls Who Code Reshma Saujani and poet Aja Monet all received awards for their contributions to gender equity and achievements in their fields.



(Left-Right) Reshma Saujani, Vanessa Bush and Aja Monet at the Summer Soiree.



(Left-Right) Natalia Oberti Noguera, Zenaida Mendez, Dianne Morales and Tanya Ramos at the Latina Leadership Salon.

September 24, 2014

Celebrating Latina Leadership and Heritage

On September 24, the YW hosted a panel discussion focused on Latina Leadership in the 21st Century.

Our panelists included Founder & CEO of Pipeline Fellowship Natalia Oberti Noguera, President of NOW-NYS Zenaida Mendez, Chief Executive Officer of Phipps Neighborhoods Dianne Morales, and Senior Vice President of Education Pioneers Tanya Ramos. One of the biggest takeaways of the evening came from Mendez: "We need to change the face in politics in this state, this country and this world."

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Staying connected has never been easier!



yw news

Fall 2014



Friday, November 7, 2014

The Sheraton Hotel and Towers
811 7th Avenue at 53rd Street

Join the YW in a celebration of
the women leaders who inspire
greatness from us all.

for more information visit:

www.ywcanyc.org/events/salute-luncheon-2014