Gender Parity in Sinclair's Data Analytics Programs – 2024 Study

50% Female Enrollment in Data Analytics Programs

Since launching Sinclair Community College's Data Analytics program in 2011, we have achieved and maintained a **gender parity of 1:1** — a rare accomplishment in STEM fields.

Supported by National Science Foundation (NSF) grant funding, we conducted a study to understand **why our program is so appealing to female students**. This handout highlights and shares our key findings so others may benefit from these insights.

How We Collected the Data & What We Discovered

The study utilized a **mixed-methods approach.** We conducted surveys and focus groups among current and former students to gather feedback about their experiences. Our results revealed the **top three reasons** why women chose our data analytics program:

Earnings Potential
High earnings potential is the top reason students, especially women, choose data analytics.

Flexible Schedules
Many female students value flexible course schedules that accommodate their personal and professional life.

Affordable Tuition
The affordability of Sinclair's program is a significant factor for many students.

Opportunities to Improve & Recruit More Women

Participants also provided feedback for program improvements. Their ideas included:

- **Boost female representation** in the program's faculty, staff, and mentors.
- **Enhance support systems** like scholarships, networking events, and transfer agreements.
- **Provide professional development** opportunities by partnering with local employers and offering specialized data certificates.

We also learned that most students **discovered the program through internet searches**, demonstrating the importance of online visibility and high-quality program webpages.

> *"The program felt **inclusive** and **welcoming**; I never felt as a woman that I was treated differently.*
>
> *Faculty pushed us all **equally**."*
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> **- Quote from Student Survey Response**