



Congrats!

Your team is hired by the *No Ceiling* Non-profit organization (US-based) to design a web-based, data-driven storytelling platform to raise awareness on global gender equality. The organization's primary goal is to advocate for a newly drafted policy agenda that supports closing the gender wage gap. They plan to use the online platform for their community organizing efforts. While the platform's audience can be anybody, the *No Ceiling* organization intends to promote the platform among City Council members, community organizers, and city legislators.

The platform should

- Effectively communicate the gender wage gap.
- Create emotions to mobilize stakeholders to speak up and take action.
- Help to encourage citizens to advocate for change.
- Share stories, data, and resources with elected officials to illustrate the implications of their decisions.

Please see the list of materials and information we provide.

Don't use all the materials. Select the information that you want to include in your story. You can also suggest other data sets *(For this exercise with limited time, you do not need to find the data sets, you can describe them instead)*

1. Interview records and scripts with 10 women from different ethnic backgrounds about gender-based pay discrimination they faced. The women do not want their names or photos to be published.
2. Analyzing the most recent Census Bureau data from 2018, women of all races earned, on average, just 82 cents for every \$1 earned by men of all races:



3. A world map showing the gender participation in the workforce and gender pay gap. (Available for different years)

4. U.S. Department of Labor - data sets on

a. Median annual earnings by sex (time series)

b. Earnings by sex, race, and Hispanic ethnicity (time series)

c. Median weekly earnings by educational attainment and sex (annual)

<https://www.dol.gov/agencies/wb/data/earnings>

5. Gender pay gap by US states.

<https://www.nationalpartnership.org/our-work/resources/economic-justice/fair-pay/americas-women-and-the-wage-gap.pdf>

6. World Policy Center - Worldwide ranking of the US about the maternity leave

<https://www.worldpolicycenter.org/topics/gender/rankings/do-countries-guarantee-parents-of-infants-access-to-at-least-14-weeks-of-paid-leave-and-paid-options-to-facilitate-breastfeeding-for-at-least-6-months>