Diversity and Inclusion

Internal Research & Feedback

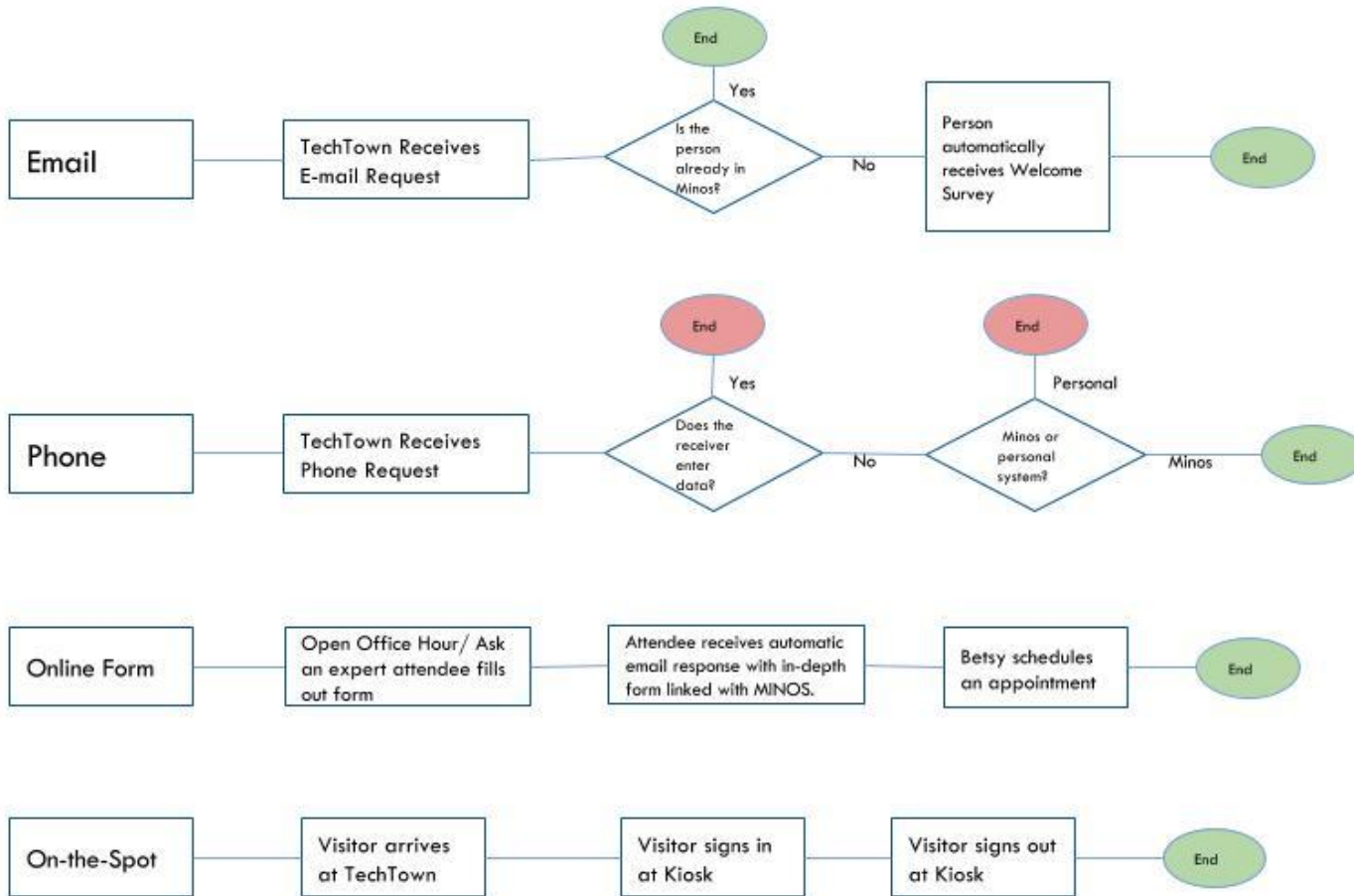Leah Abrams
Zhaoliang Ma
Duke University

Overview

Purpose: To analyze and compare the data collection process and offer recommendations via the advice and feedback of past clients, DTX-fellows, and other incubators.

- Researched 84 TechTown clients and DTX via survey (launched late June 2017).
- Interviewed with all twelve current DTX teams, five business incubators, six clients/past clients/people involved with TechTown Labs.
- Used key findings to suggest changes to data collection process.
- Summarized ecosystem at large for easy comparisons.

Data Collection Process

- [Prezi Visualization of Data Collection](#)
- Key findings:
  a. Email Requests
  b. Online Forms
  c. In-Person Engagements
- Ecosystem Feedback:
  a. Front-End Collection
  b. Creative Digital Reporting

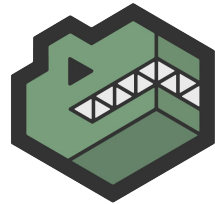**Email** → TechTown Receives E-mail Request → Is the person already in Minos? — Yes → End — No → Person automatically receives Welcome Survey → End

Phone → TechTown Receives Phone Request → Does the receiver enter data? — Yes → End — No → Minos or personal system? — Personal → End — Minos → End

Online Form → Open Office Hour/ Ask an expert attendee fills out form → Attendee receives automatic email response with in-depth form linked with MINOS. → Betsy schedules an appointment → End

On-the-Spot → Visitor arrives at TechTown → Visitor signs in at Kiosk → Visitor signs out at Kiosk → End

The Process Visualized

Durham, NC

Madison and
Milwaukee, WI

St. Louis, MO

	Female	Male
Detroit	53%	47%
Detroit Metro	51%	49%
Tech Sector	36%	64%
TechTown	17%	83%

Gender Representation
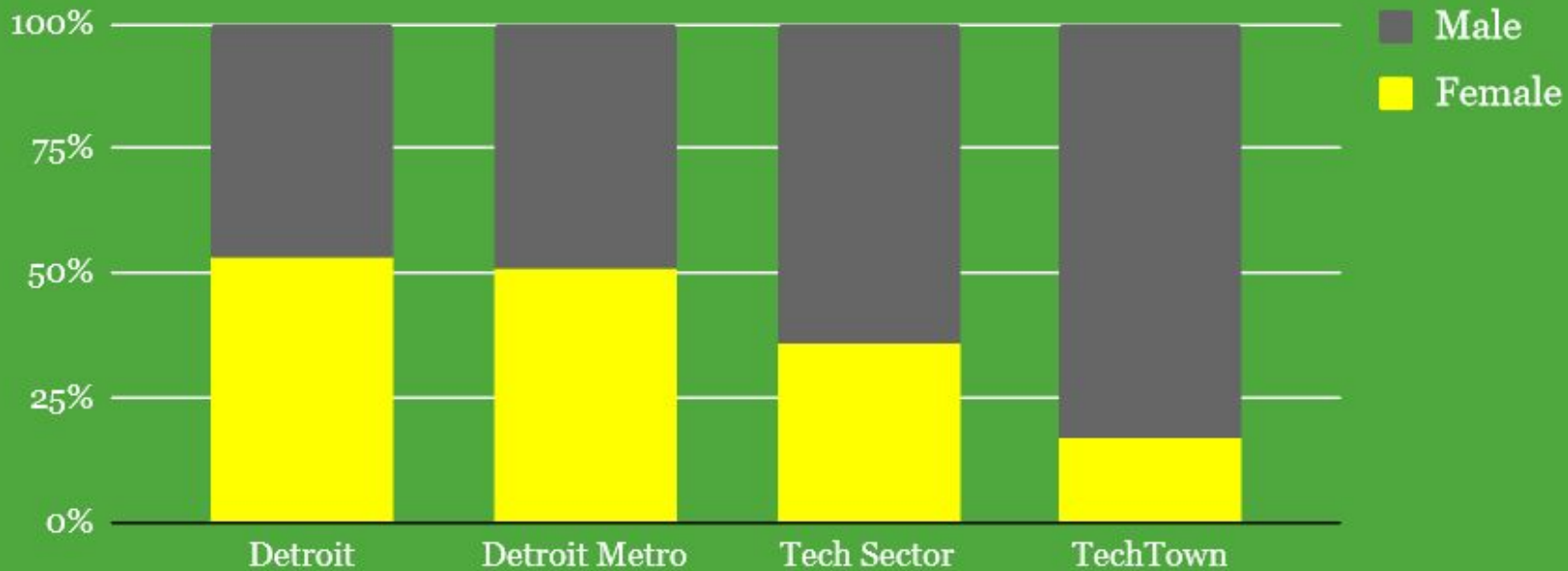
	African American	Caucasian	Middle Eastern	Asian/Southeast Asian	Hispanic/ Latino/a	Other
Detroit	79%	10%		1%	8%	2%
Detroit Metro	22%	67%		4%	4%	3%
Tech Sector	7.50%	68.50%		14%	8%	2.50%
TechTown	20%	43%	8%*	16%	6%	6%

Racial and Ethnic Representation
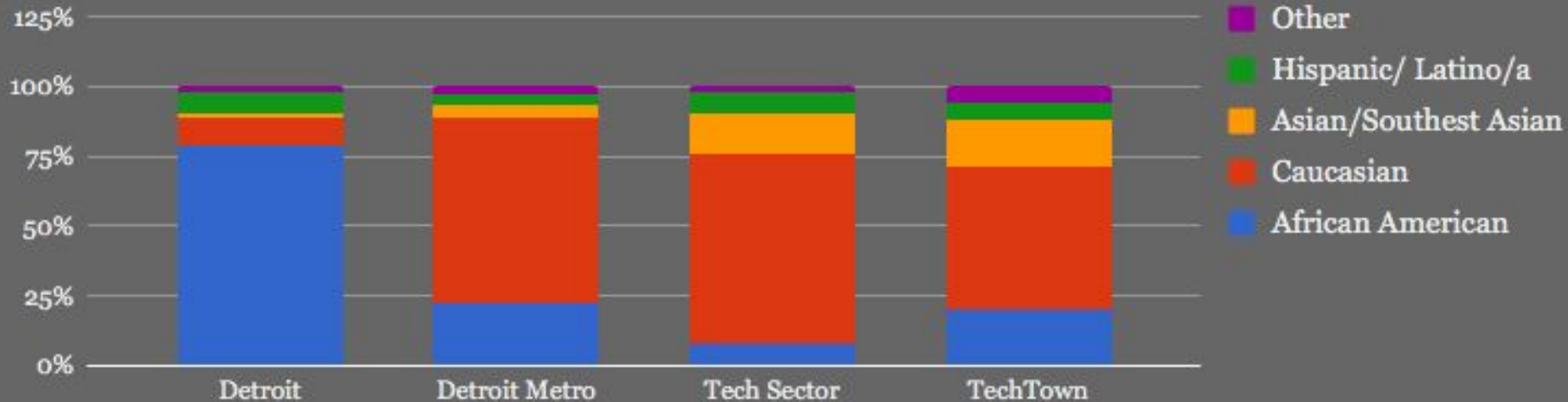
	Foreign-born	US-born
Detroit	6%	94%
Detroit Metro	9.60%	89.40%
Tech Sector	16.00%	84%
TechTown	50%	50%

Immigrant Representation
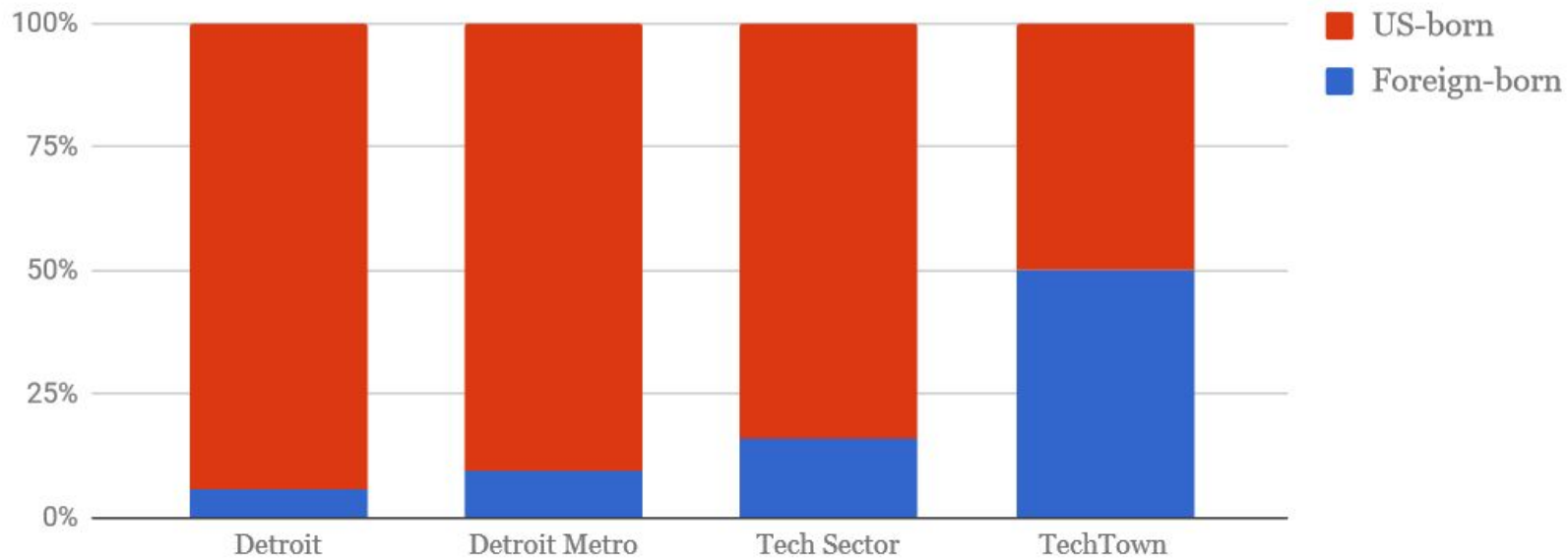
|	High School or Lower	Bachelor's or Higher
Detroit	52.00%	48%
Detroit Metro	38%	62%
Tech Sector*	NA	NA
TechTown	0%	100%

Educational Attainment Representation
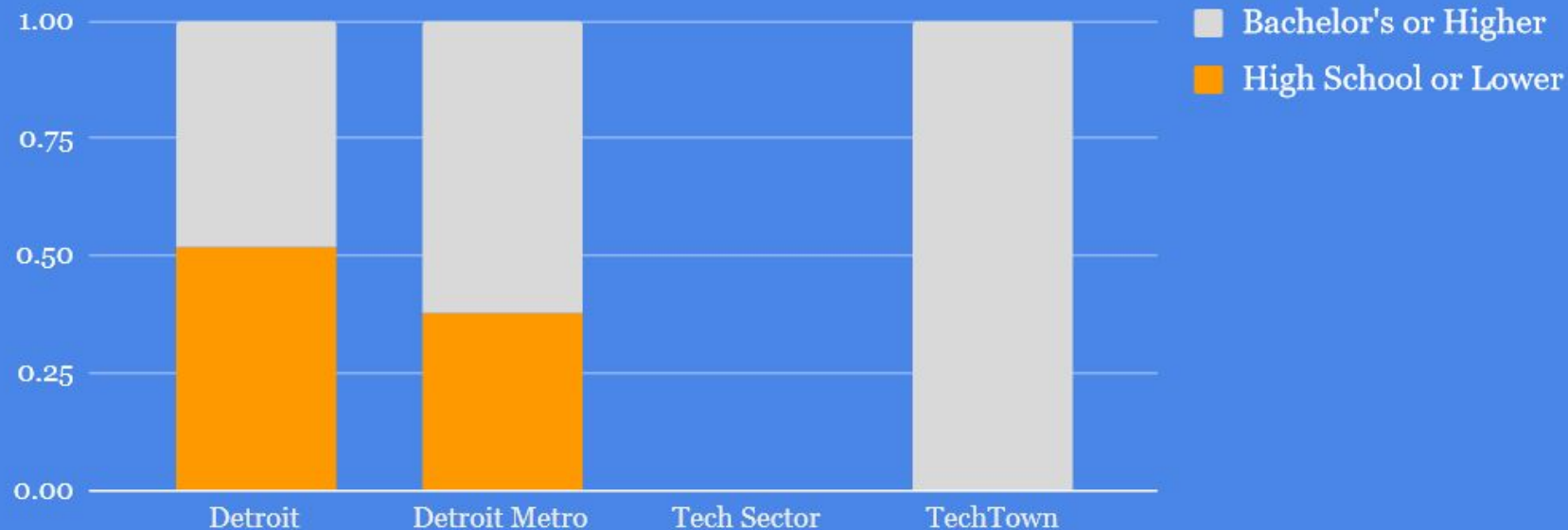
If we generated a random sample of clients from the city of Detroit, what are the chances they would like TechTown?

Binomial Distribution
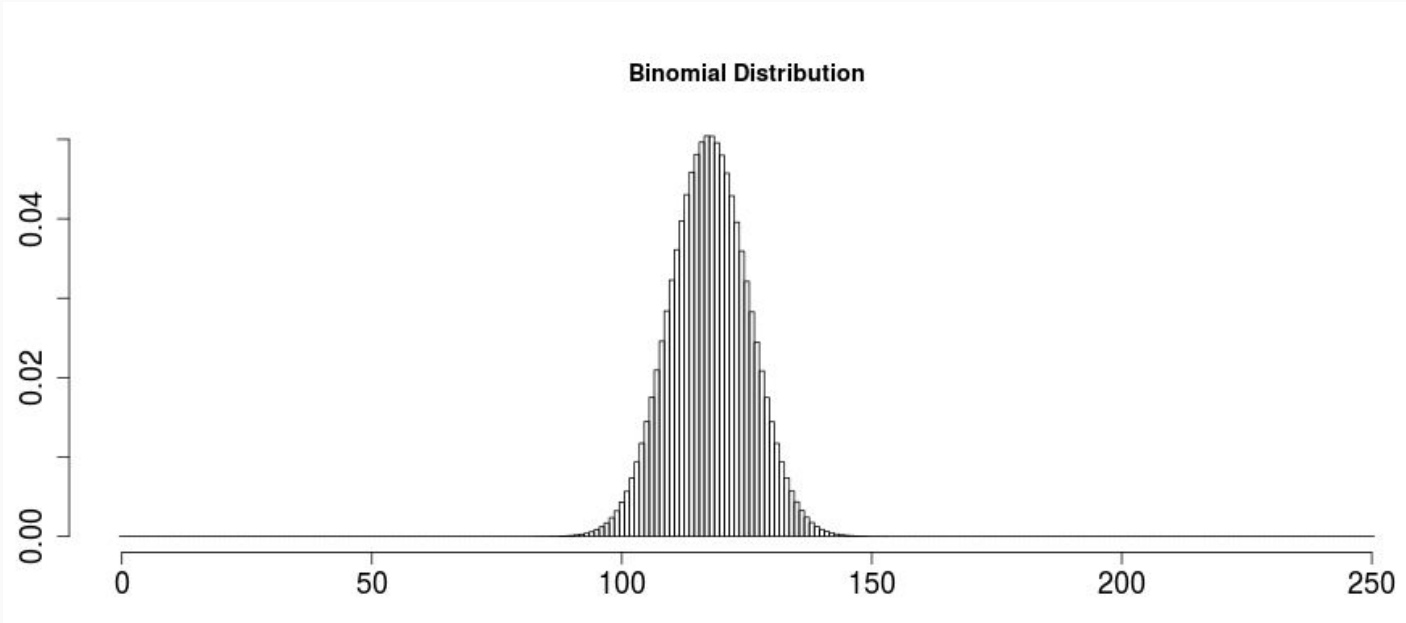
	Gender Z-score	Race/Ethnicity Z-Score
TechTown	6.617	12.81
T-REX (St. Louis)	8.86	8
gener8tor (Madison)	4.56	-1.17
gBeta (Madision)	2.15	-1.07
gener8tor (Milwaukee)	4.71	4.75
gBeta (Milwaukee)	2.28	4.33
American Underground (Durham, NC)	7.48	6

Gender Z-score and Race/Ethnicity Z-score
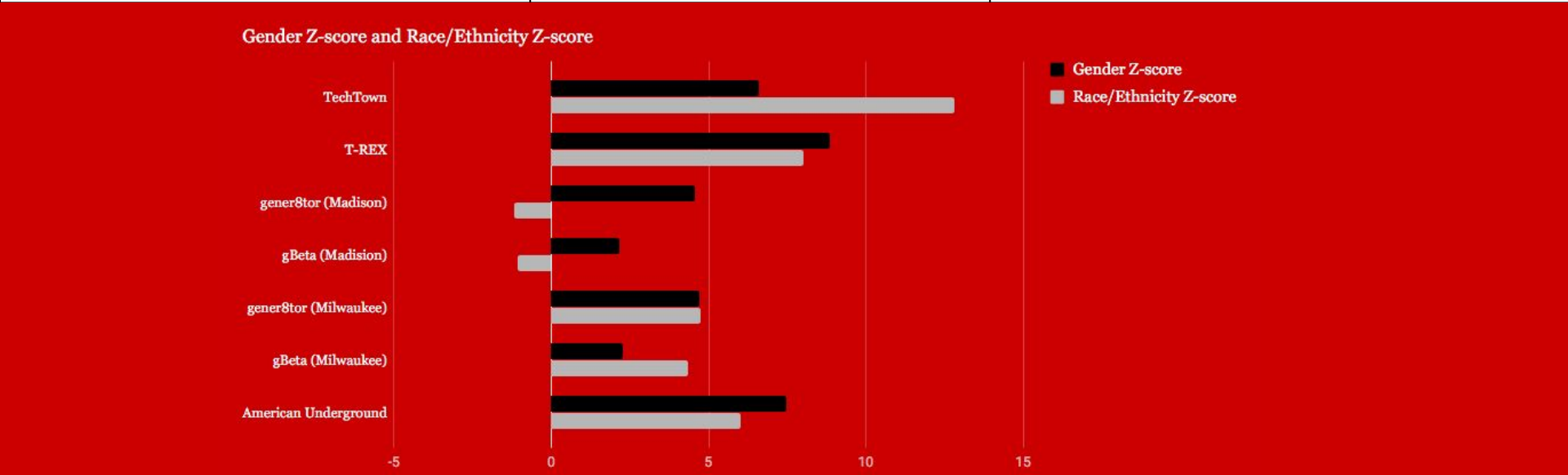
Ecosystem Feedback

1. Front-End Data Collection
   a. Requiring on applications
   b. American Underground Internal Directory
2. Creative Visualizations and Web Emphasis
   a. [T-Rex](#)
   b. [American Underground](#)
3. Mobile Office Hours
   a. Targeted areas and marketed as problem-solving

Interview Highlights

"We saw Paul Riser and were inspired to come and get involved in the tech world, but we were disappointed because, after 5 weeks in the program, we had yet to interact with Paul at all."

"We recommended recruiting more from community events like Detroit Soup, After5 Detroit, and events at the Charles H. Wright Museum."

"My experience in being a tech entrepreneur is that people can get hyper-critical and masculine about ideas and concepts."

"No advice - I think TechTown is doing great."

"If you want to attract a diverse group, you need to be a diverse group."

"How about having former DTX members mentor in their home communities, to serve as examples of being successful from a background like mine?"

Key Interview Findings

1. Most DTX-ers were attracted to the program through personal connections and one-on-one conversations.
2. Some former clients and coaches detect a hyper-masculine culture in the entrepreneurial space.
3. Many felt that there could be more investment in online marketing.
4. Many suggest marketing through community organizations across Detroit, as well as making key hires that highlight diverse talent.
5. Proving grounds are too cold.

So What?

- TechTown cares about broad economic growth across Detroit.
  - In order for this growth to reach the city, TechTown itself must be reflective of the diverse perspectives of Detroit.
- TechTown can provide a key point of entrance.
  - If minorities and women across Detroit see visible role models at TechTown, we can serve as an instigator for promoting inclusion throughout the tech sphere.
- Funders want to support diverse entrepreneurs.
  - Tracking demographic information is essential to attaining funding and providing accountability to the community at large.

What's Next?

- Conglomeration of entrepreneurial info
  - Collective Metrics
  - Potential DukeEngage project
- Speaking directly with community members who aren't already TechTown affiliates
- Pursue more data collection options
- Explore options for effective surveying and tracking
- Explore internal TT demographics and effect on client demographics

Questions?

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Care PRN

DABI

	Wayne	Lucas	Oakland	Washtenaw	All Four	Michigan	USA	New York	California	New Mexico
Clothing/ Clothing Accessory stores	443	126	580	115	1,264	2,720	97,670	8,035	11,683	534
Arts, Entertainment, and Recreation	351	142	473	163	1,129	3,340	127,170	11,927	21,643	670
Furniture and Home Furnishing Stores	59	37	92	23	211	594	23,535	211	2,370	127
Art galleries	38	7	36	11	92	243	10,929	1019	1613	241
Art agents and promoters	33	10	47	11	101	220	10,947	101	2145	46
Art dealers	0	0	6	2	8	26	1,396	109	238	52
Arts and craft schools (contracting teachers)	15	3	23	3	44	93	3,472	272	368	35
Commercial art and graphic design	2	0	2	2	6	14	481	31	87	4
Total	941	325	1,259	330	2,855	7,250	275,600	21,705	40,147	1709