

MACAULAY
HONORS COLLEGE

Presented by:
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Data Storytelling & Case Studies: Building Skills That Stand Out in Today's Economy

**CUNY CSAC
CONFERNECE**

April 10th 2026

MHC Data & Society Initiative

4 Pillars of Our Work



Professor Allen Hillery

Develops innovative programs
focused on data literacy and
storytelling



**Experiential
Learning**



**Critical
Thinking**



Teamwork



**Project
Management**

Program Highlights 2024 – 2026

- Two Fall Datathons with the MTA
- Three Winter Data Storytelling Intensives
- Three Data Bias Courses (Fall Semester)
- Two Case Studies with Community Organizations
- One Independent Study with Inaugural Datathon Team
- One Practicum with Google



Why Participate in Data Events?

Provides a sense of achievement

The social impact projects have on their city

Direct exposure to the professional world

Learn from experts in an informal setting



Why Participate in Data Events?

Much needed confidence booster

Hone networking and presentation skills

Increased student engagement

Participants learn in real time

Tackle real-world problems

Enhance critical thinking, communication and problem solving outside of the classroom.



Great Resume Builders!

Using data to support a narrative

Understanding the importance of data storytelling

Identify urban challenges and leverage NYC open data to build a solution

Creates an environment of civic engagement

Show potential employers how you approach problems

Takes the pressure off the participant and the mentor to connect and learn about each other.

**THE JOB MARKET IS SO TOUGH,
YOUNG PEOPLE ARE STRUGGLING
JUST TO LAND INTERNSHIPS**



CNN

Data & Society Fellows

Ivy Liu



**Senior Marketing
Management
Student @ Baruch
College**

**Asphalt Green &
FloodNet Case Study**

Aspiring Brand Strategist

Lizzie Tskhovrebadze



**Senior Computer
Science Student @
Baruch College**

**Google Practicum &
FloodNet Case Study**

**Aspiring Data Scientist
and Researcher**

Google Practicum





Practicum

Industry Integrated Learning:

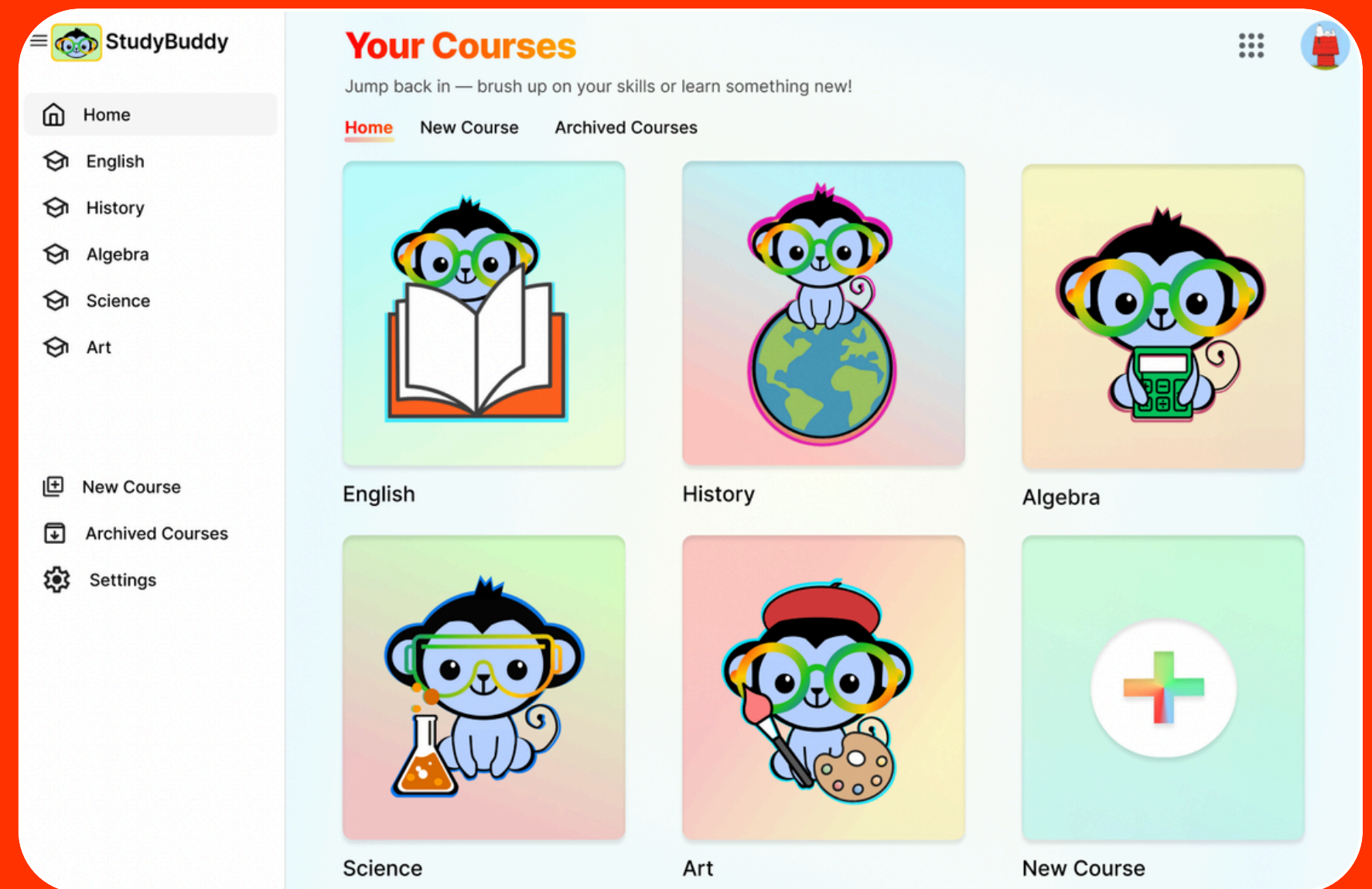
Combined CUNY coursework with direct mentorship from Google professionals

Developing “Google Study Buddy”:

Built an AI powered study platform focused on organization, personalization and accessibility

Ethical Product Design:

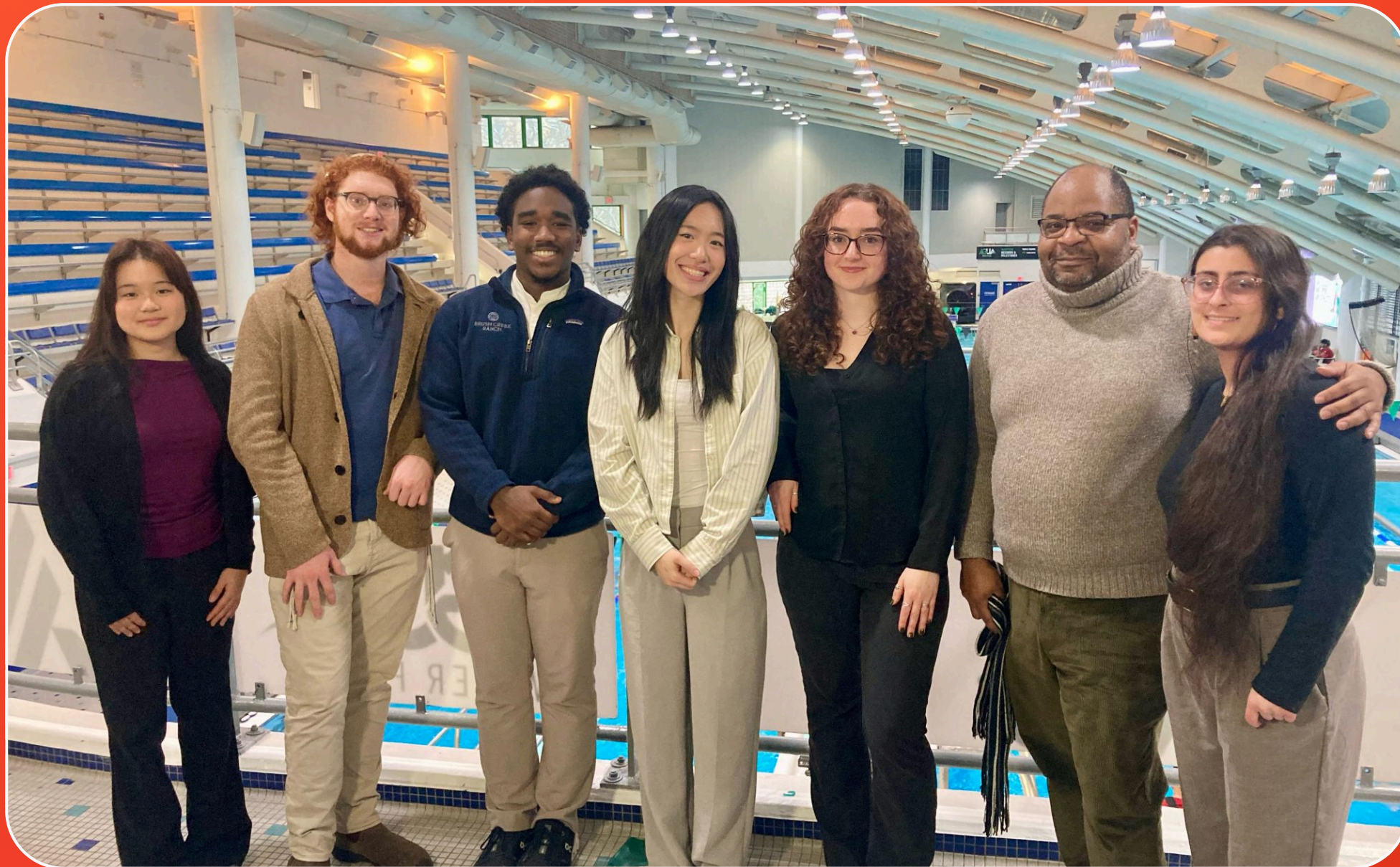
Addressed bias, accessibility, and fairness while working in cross-functional teams





Asphalt
Green

Case Study





**Asphalt
Green**

Case Study

Hands-On Industry Experience:

Applied data skills on a real nonprofit project, bridging classroom learning and real-world practice

Actionable Data Insights:

Used program data to identify key drivers like attendance impacting program success outcomes

Professional Career Skill Building:

Built teamwork and presentation skills by engaging with stakeholders

Wave Makers Program Overview



A Citywide Swim Equity Pilot

- 8,000+ students served
- 5 boroughs
- 77% second graders
- Majority beginner swimmers

WHAT:

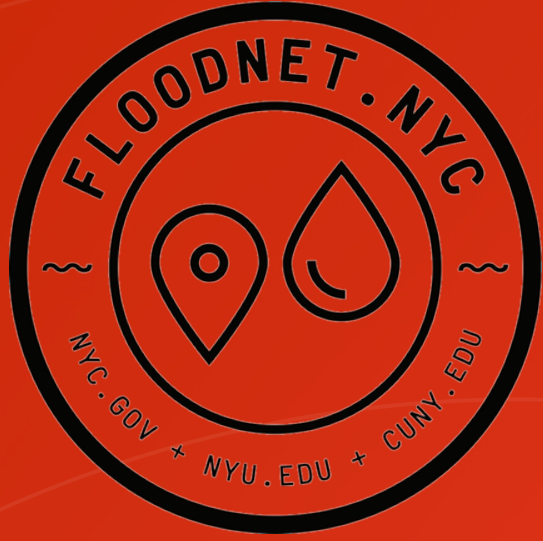
A free, beginner-focused swim instruction pilot for NYC public school students

WHO:

Primarily second graders across all five boroughs, with a focus on historically underserved communities

WHY:

Second graders are developmentally ready, early enough to prevent risk, and aligned with long-term safety outcomes

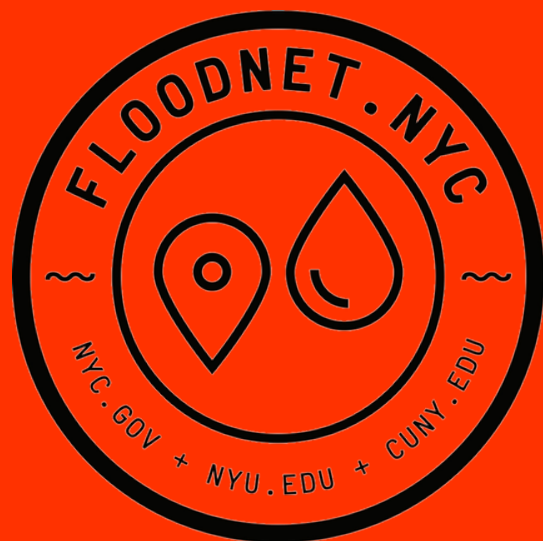


NYC

**Mayor's Office
of Climate and
Environmental
Justice**

Case Study





**Mayor's Office
of Climate and
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Case Study

Data-Driven Flood Analysis:

Used NYC Open Data and FloodNet sensor data to map flooding patterns across NYC neighborhoods

Equity Insights:

Highlighted disparities in infrastructure and investment to advocate for fairer flood planning

Real-World Feedback:

Presented findings at NYC Open Data Week and received expert input from FloodNet advisors



Career Impact



Thank You!

Q&A

Let's Connect!

