



BtC Communications

Borse Saurabh, Kale Prathamesh, Montesa Carlo, Shum Ryan



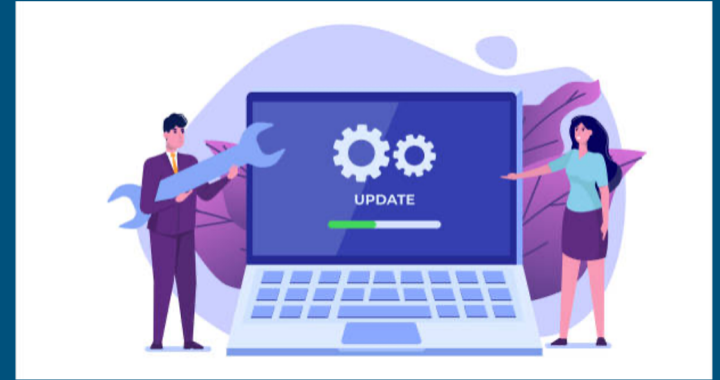
Project Goals



- Create advertising and promotion plan for the program
- Establish the bridge between the alumnus and the program
- Promote programs and events on different social media platforms
- Update the website with fresh content and updated data

Purpose

- Enhance communication of the BtC's program's goals, missions and events
- Increase the visibility of this program helps many of those in the Boston area



- Improve the current website and possibly creating more channels to reach a greater audience

Requirements and Risks



Requirements

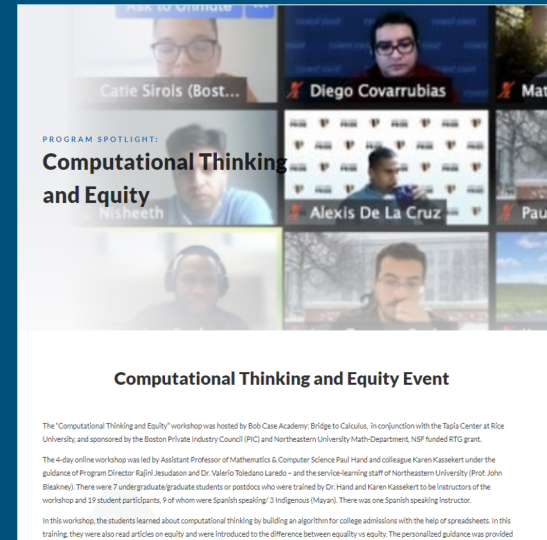
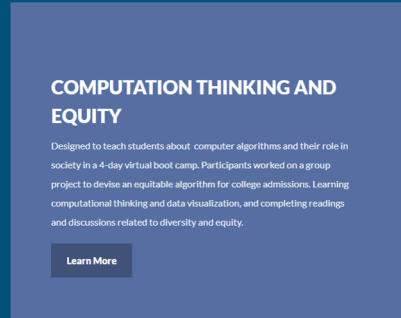
- Update website and create a standard for future years post-project
- Advertise events effectively and in a timely manner

Risks

- All events are subjected to Covid-19 restrictions and guidelines by the University and government
- Funding and resources per semester
- Certain events require support from multiple immigrant and refugee groups across the school

Updated Website with Computational Thinking and Equity Workshop

- Attended event
- Wrote article discussing the event, learnings, and experiences
- Created word cloud based on feedback
- Uploaded article and media to website




Updated Website with Student Bios

- Requested bios from students
- Compiled information on Excel
- Worked with front end and back end of website builder to upload media and descriptions


2022 Spring Project Management Team	
Prathamesh Kale	●
Vito Montesa	●
Adegunmi Ade-Oyeyayo	●
Andrew Han	●
Samantha Cashton	●
Ethan He	●
James Hon	●
Ryan Shum	●

Samantha Cashton




My name is Samantha Cashton, and I am pursuing a Bachelor of Science in Mechanical Engineering at Northeastern University. I am a part of the Operations team. I joined BTC because I was so moved by BTC's mission and the impact the program has on students. I'm very excited to be a part of this opportunity!

Ethan He




My name is Ethan He! I am a 4th year mechanical engineering major, and I am on the Operations team of Bridge to Calculus. BTC encourages both community and volunteer to come to a better understanding of not only the math it teaches, but also the common humanity on which it is founded. This is an inspiring and trailblazing mission, and I'm thrilled to be taking part in it!

James Hon



My name is James Hon. I am an undergraduate student studying Mechanical Engineering at Northeastern University. I am a part of the Bridge to Calculus Data/Logistics team. I joined BTC because I believe that it is an important program that helps students from underserved communities and encourages them to pursue STEM careers.

Ryan Shum



My name is Ryan Shum and I am a senior Mechanical Engineering student. I am part of the communications and website team. I joined BTC through my engineering project management class to learn how to manage projects and people. I'm excited to see what we can do!

Calculus Field Day

- Promoted Calculus Field Day to Boston Public Schools
- Created Registration page to gather participants information

Save the Date and join us for $f(x) = a_0 + \sum_{n=1}^{\infty} a_n \cos \frac{n\pi x}{b}$

Calculus/Math Field Day

(now also offering grade 9 and 10 level Algebra/Geometry math challenge options!)


Friday, April 22, 2022
1:00p.m. – 4:30p.m.
Virtually Hosted by Northeastern University
Zoom Link to follow registration

Raffles, Reception, and Award Ceremony at 3:30 p.m.

Calculus Field Day is the major annual outreach event sponsored by the Mathematics Department at Northeastern in partnership with BPS Math Department. Calculus Field Day advertises the math department's signature summer enrichment program "Bridge to Calculus" and attracts students who enjoy learning, especially those interested in careers in STEM.

Over 100 students from across Boston Public Schools come to Northeastern University one day a year to compete in teams of three, in challenging and stimulating tests in Precalculus, regular Calculus and AP Calculus. This year we will also have a "Math Challenge" section open to grades 9 through 12 who are not doing the other challenges.

For further information and to register, please contact:
btcc@northeastern.edu
or
Raj Jesudason | r.jesudason@northeastern.edu

 BOSTON Public Schools  Northeastern University

Why does it matter?

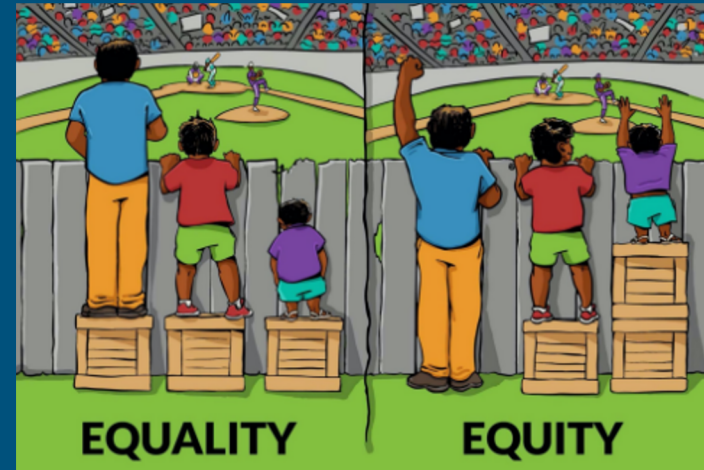
Bridge to Calculus -

- Principle: Equal Access to Quality Education
- Connecting: Calculus + Community + Cultures
- Impact: Spring 2022

-35+ Students

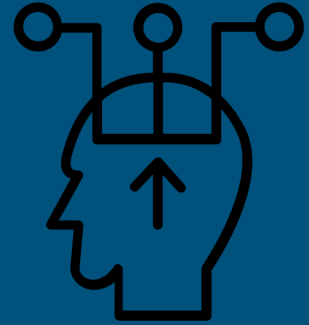
-10+ Instructor

-5+ Industry Partners



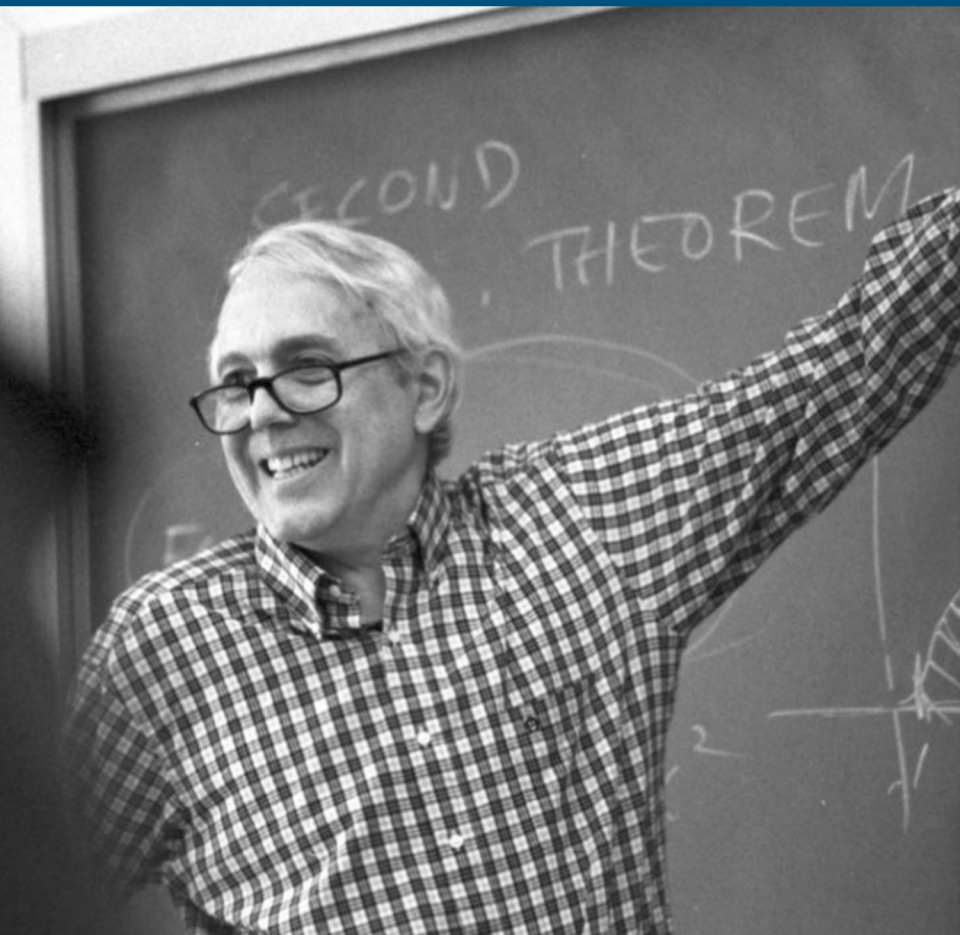
Lessons Learned

- Start with Why
- Defining the perfect path for the project
- Breaking the responsibilities and monitoring the progress
- Accepting changes



Immediate Next Steps

- Support summer events
- Hosting BtC's Community Building Event
 - Use student organization connections to co-host event
 - Possibility of booking rooms through student organization
 - Increase undergraduate/graduate student body engagement to continue supporting the program and increase its overall exposure
- Stay connected with Raj and BtC leaders post-semester end



“This program fits so well with the university’s mission in the city, the centrality of math as a civil rights instrument for city kids, and our long history.” ~Bob Case