

Dionel Rodriguez

Portfolio Assignment #4 - Students' Choice

Urban Assembly School of Design and Construction (UASDC) is a New York City public school that focuses in architecture and engineering. The problem UASDC is facing is that female students are not interested in architecture and engineering; instead they are interested in design like the name describes. A large number of female students are transferring out of the school because they are not being taught design. Female students that want to study design or be involved in that particular field are attracted to the school because of the name. The school is not meeting the female student's expectations and therefore they are following their educational needs in other schools.

The UASDC structure needs to address the design field since its part of the organization's mission; a simple solution can be to teach specific design classes. They can hire a design teacher or teachers to help female students stay. Using the social media can be a tool to attract student and alumni to help bring these design courses alive and keep the female student in the school. Reaching out to design universities and organization can help the students stay and be a part the UASDC community; in doing so they will reinforce the organization's objectives.

Teaching design in the school will not only keep females students in the school but it can bring a whole new load of investors, programs and general interests to the school. The biggest risk the school faces is hiring a staff to run the design department.